A McGraw-Hill Publication

September 1926

Electrical Merchandising

The Business Magazine of the Electrical Trade

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The New Thor "6" (Six-sheet size)

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✓ Faster Washing!
✓ No Oiling!
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✓ New prices!

Send for full information and details of attractive sales proposition

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(Formerly Hurley Machine Co.)
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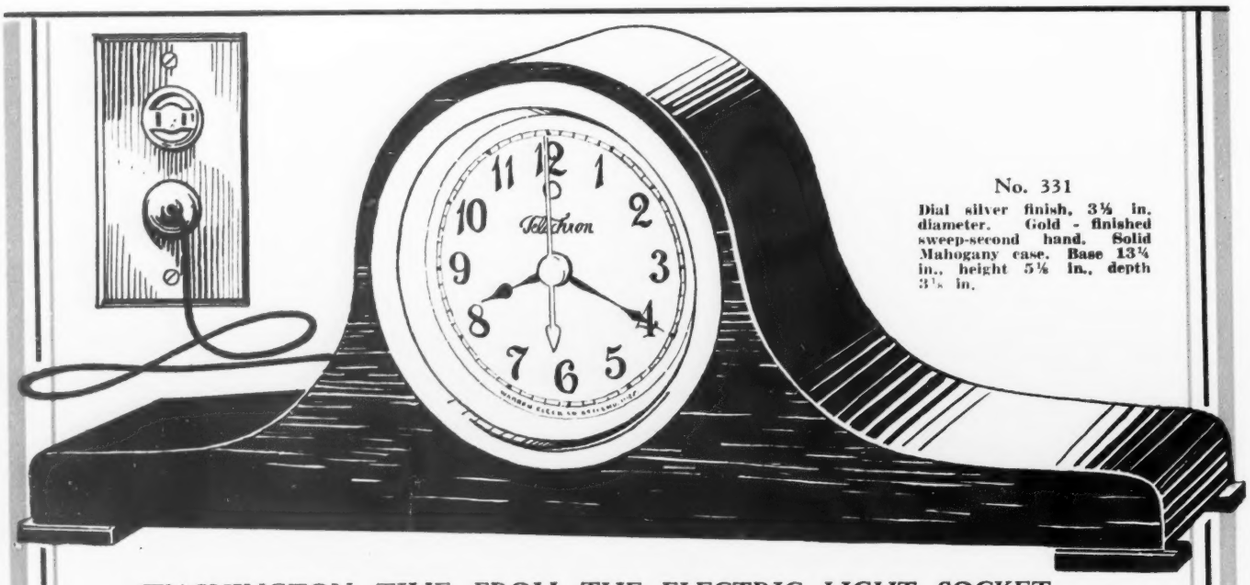

No. 331
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WASHINGTON TIME FROM THE ELECTRIC LIGHT SOCKET

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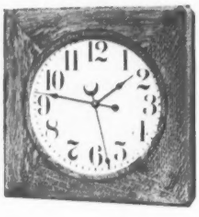
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Telechron
THE ELECTRIC TIMEKEEPER

THE Telechron offers a new opportunity for greater sales, increased profits, and faster turnover to progressive electrical dealers and central station merchandise departments. Hundreds of dealers and thousands of satisfied users support this statement.

It requires no winding or regulating; no cleaning or oiling. Better still, from the standpoint of the dealer it STAYS SOLD, and needs practically no service.

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General Offices and Factory
ASHLAND, MASS.

In Canada
CANADIAN GENERAL ELECTRIC CO.
Toronto 2, Ontario.

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WARREN TELECHRON CO.,
5 Main Street,
Ashland, Mass.

Please send me complete information regarding the Telechron. ☐.

Please send merchandising and advertising folio for electrical dealers and Central Stations ☐.

Firm .....

Street .....

City .....

Electrical Merchandising, September, 1926. Vol. No. 36. No. 3. Published monthly. McGraw-Hill Publishing Company, Inc., New York, N. Y. $2.00 per year, 25 cents a copy. Entered as second-class matter, July 21, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

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Electrical Merchandising

The Business Magazine of the Electrical Trade

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The Convenient Buying Market

NEW merchandise to add variety and interest to the stock, to keep people coming shopping to the store is just as important to the electrical merchant as it is to any other type of merchant, and electrical manufacturers are continually bringing out improvements and new appliances, equipment, wiring material, lamps and novelties.

One of the ways in which *Electrical Merchandising* has, from its beginning, served the trade, has been by the department dealing with the description and illustration of new appliances and equipment, a prominent and valuable feature of the publication.

During the first six months of this year, this department illustrated and described 525 distinct items of new electrical merchandise, including appliances for home, office, and industrial use; wiring material, tools, lamps and gifts.

The material for these new-merchandise pages is gathered by the editors and is run without any advertising consideration whatever. It constitutes a monthly buying market which brings to the merchant's desk detailed accurate information, usually illustrated, on all that is new in the electrical markets.

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CHICAGO, 7 South Dearborn St.
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CLEVELAND, Guardian Bldg.
ST. LOUIS, 713 Star Bldg.
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LONDON, E. C., 6 Bouverie St.

127.
Which room would make the sale?
WIRING SYSTEM
—for lifetime service
GENERAL ELECTRIC
a
b
Which house will sell faster?
A house with ordinary wiring
or
A house with G-E Wiring System
On which house can you make more profit?
Which bid will you take?
In selecting a wiring bid, it will pay you to remember:
That the difference between an inadequate wiring job and a G-E Wiring System may mean hundreds of dollars additional profit to you when the house is sold.
That the G-E Wiring System is a talking point in the sale of a house.
That the house equipped with the G-E Wiring System rents faster.
After all, these are the things which make your business a successful business.
WIRING SYSTEM
—for lifetime service
GENERAL ELECTRIC
It pays to make every house a "home electrica
WIRING SY
—for lifetim
GENERAL ELE
Which kitchen will sell the house?
An attractive kitchen is but one of the little things that strike the difference between the decision to buy and the decision to "look around." But, to be attractive, a kitchen must be properly and completely electrified.
The G-E Wiring System assures adequate wiring, not only of the kitchen, but of the whole house. It is one of the big things that make a home desirable in the eyes of the prospective purchaser.
WIRING SYSTEM
—for lifetime service

GENERAL

MERCHANDISE DEPARTMENT

Electrical Merchandising
The Business Magazine of the Electrical Trade

Back to First Principles

THIS month marks the opening of a selling season that should be without parallel in the electrical business.

General business remains good. Retail sales in other lines, so far this year, have broken all records. And if on the high levels already attained, the customary Fall expansion be superimposed, it may be expected that prodigious merchandise volumes will move between now and Christmas, at the behest of the Great American Pocketbook. For the public is buying freely in 1926, and is not worrying about the future.

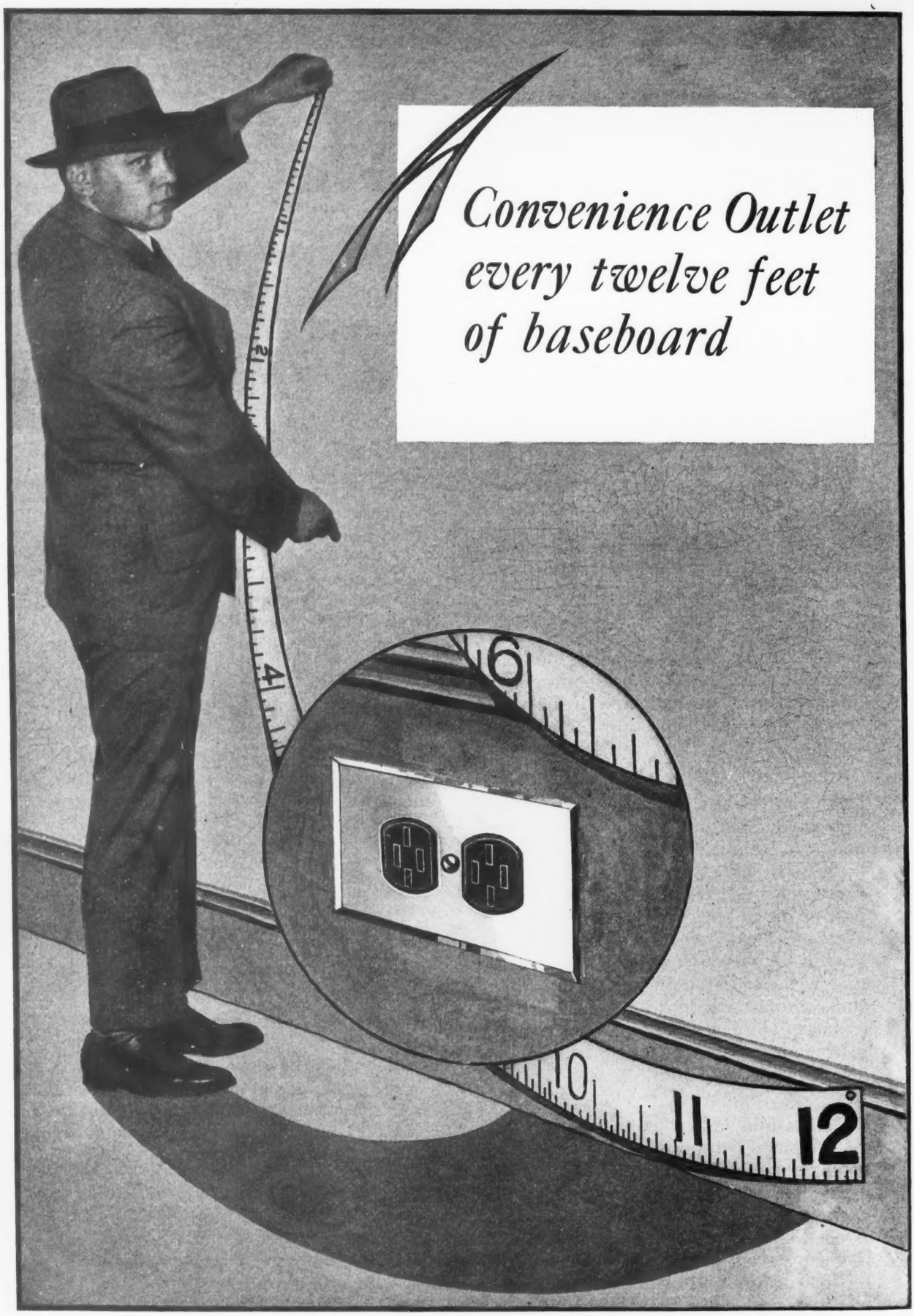
And for electrical men,—on top of all this unequalled activity in general merchandise selling, in which the electrical trade will share,—there is the increased "acceptance" of the electrical idea on the part of the public. People are beginning to want electrical things. The rapid growth of popularity of the refrigerator this year has brought other appliances and complete wiring to the public's consciousness in a new way. As result, it is getting increasingly easier to sell the devices we have to offer.

TO cash in on his own share of this undisputed prosperity, is the individual problem of each individual electrical man. No one can help him, other than himself. His local league, his group association, his jobber or his central station can pave the way, but they cannot do the job for him. Nor can any local conditions hinder the electrical man who has laid out his plans, and has put determination and purpose in his soul to get the business. The results he gets are distinctly up to him.

His success will be proportioned to his study and selection of the items on which he is going to specialize, his organization and equipment to do the job; his close attention to the important details which make for customer satisfaction, and the energy with which he drives directly for his objectives. This philosophy of the individual in business has been well stated in Henry Ford's maxim: "Alone, afoot, and across lots."

Great businesses and great personal successes have been built on this sound basis of individual responsibility. It underlies and reinforces all industry co-operation and joint effort. It will make for a stronger and more cohesive trade, because the individual elements of the trade will themselves be strong and self-sustaining. In the electrical industry, where at times we have perhaps leaned to much upon the other fellow and waited for the path to be smoothed and made easy, it is time to emphasize the sturdy principles of individual planning, individual energy, individual responsibility.

A full regard for the rights of others; a fair contribution to the upbuilding of co-operative effort; but, for results in one's own business—"Alone, afoot, and across lots."



Inadequate wiring has retarded the sale of electrical merchandise. J. E. North and the Cleveland Electrical League are making effective in their city a simple, striking, and easily understood minimum standard for the living rooms: ***One duplex convenience outlet for every twelve lineal feet of baseboard.***

Electrical Merchandising, September, 1926

Electrical Merchandising
Volume 36 with Which Are Incorporated *Electrocraft* and *Lighting Journal* Number 3
September, 1926

"All of Us Working All the Time"

The opportunity for dealer and central station to profit by working together in appliancing the American home

By R. F. PACK, President
National Electric Light Association

"In five thousand cities only forty-four per cent of the population have access to electric current and only a small part of the forty-four per cent are actually using it. There are two reasons for this: One is that the public is not educated up to the uses and conveniences of electric appliances, and the other is that the public is prejudiced against all things electrical."

I QUOTE the above from the proceedings of the National Electric Light Association convention held in Atlantic City in June, 1906. During the twenty years since this was written, electricity has been made available, and is actually being used by, nearly one hundred per cent of the urban population, and prejudice against "all things electrical" has been thoroughly eliminated.

On these two scores we may congratulate ourselves, but what about the education of the public in the uses and conveniences of electric appliances? How thorough, how complete a job have we made of this? The answer in this respect is so obvious that we might as well concede frankly that the need for educational endeavor is as essential today as it was twenty years ago.

When I declare, as I do now, that the American home presents an almost virgin field for the sale of electrically-operated, labor-saving equipment, I do not wish my words to constitute a reflection on the selling ability of either power companies or dealers.

"WE HAVE come now to a change in the situation. Old-house wiring, especially in the West and Middle West, has nearly reached the saturation point, and no one dreams of putting up a new house where electric service is available, without wiring it.

Likewise our past activities with regard to supplanting individual power plants and small plants serving individual communities, have been so successful that this field is now somewhat limited. As a result, we must turn now to electric equipment in the home as offering a most promising return for our new-business activities."

The sales organizations of power companies these last twenty years had their hands full developing energy sales in more fertile fields. They promulgated eminently successful house-wiring campaigns. They have supplanted isolated industrial power plants with central-station power service, and they have substituted this same central-station service for thousands of small plants both municipally and privately owned, serving individual communities.

Past Activities Have Made Better Service Everywhere Available

Some of these activities have been an indirect aid to the electric equipment dealer in that reliable twenty-four hour service at attractive rates has been made possible in communities which never knew them before, but it is a fact that our sales organizations have been so busy in these fields which I have referred to, that they have not found time in many instances to give electric equipment in the home the consideration it deserves. In fact, many companies even to this day handle no domestic electric appliances.

We have come now to a change in

the situation. Old-house wiring, especially in the West and Middle West, has nearly reached the saturation point, and no one dreams of putting up a new house where electric service is available, without wiring it. Likewise our past activities with regard to supplanting individual power plants and small plants serving individual communities, have been so successful that this field is now somewhat limited. As a result, we must turn now to electric equipment in the home as offering a most promising return for our new-business activities.

No one in possession of the facts can doubt that we have a tremendous and almost virgin field before us. The larger cities have what we might term a sort of grade school education. The housewives are fairly familiar with such appliances as the flat iron and the washing machine, but are not on anywhere near such intimate terms with the range and electric refrigerator. Residence electric refrigeration was mentioned in the convention proceedings of 1906, but it is still regarded even in the big cities as something new, novel and still in the experimental class, and we frequently encounter sophisticated big-city residents who never have seen an electric household refrigerating machine.

Electricity in the Small Town

The thousands of small towns which we serve in most instances have nothing better than a kindergarten education in the use of electric equipment in the home. I have been told by men in the sales field that small-town residents are obsessed with the erroneous impression that city conveniences are not available to them. We know that this is no longer true and while the fact that they are uneducated to city ways may be something of an obstacle, it is also true that they have even more uses for electric service than the city residents have.

Many small-town homes have neither sewer nor water service and electricity can perform both these functions. Many of them are unable to obtain pure ice and this should prove an added incentive towards the installation of electric refrigeration. The fact that these small towns are almost uniformly without gas is another asset favorable to an electric sales campaign.

I know of small towns with adequate electric service which have scarcely an electric appliance in the community. It occurs to me that the principal reason why this is true is because no one has ever told the residents of the countless conveniences of electricity which await their command. Our only obstacle is the impression in many instances that city conveniences are not for small town people. As against this we have so many advantages that it would be a poor salesman who could not overcome this minor obstacle.

"WE HAVE a big field ahead of us in educating the home to the use of electric equipment. Neither the electric service company nor the dealer nor the two combined have so much as scratched the surface. There is plenty of opportunity for all of us and no excuse for serious friction.

The big thought is, that there is a field which must be developed to its maximum and it is going to need all of us working all the time to make a thorough job of it."

I know that it can be done because I have seen it done. I cite the instance of a small town in South Dakota. It has a population of fifteen hundred. Years ago a young fellow with a lot of ability and vision was manager of the electric company there. The town was not big enough to keep a man of his ability, but he certainly left his imprint on that community. In this town of fifteen hundred people there are today in operation one hundred and fifty-three electric ranges, or a little better than one to every ten people. In addition to this, the amount of other electric equipment in the homes ranks far above the average, and electric refrigeration is meeting with considerable favor.

Same Conditions as Elsewhere

Conditions in that town are no different from conditions in thousands of other towns in the United States of approximate size. The average consumption per customer in that town reaches an almost unbelievable total. The sole reason for this condition lies in the fact that the electric company a number of years ago was managed by a young man of real ability whose efforts for the time being were confined to a small community.

He started in by selling the electric range to a few key people in the town, the kind of people who take the lead and who are followed. He also sold the schoolboard an electric range for the domestic science department and the younger generation was raised on electric cooking. He has been away from that town for years, but the seeds he planted have sprouted, flourished, and spread. What was done in this town can be done in any community.

Installation of much additional electric labor-saving equipment in the home would be of interest and benefit to everyone concerned. Starting at the source with the manufacturer, it will provide a bigger volume of business. This is equally true of the jobber and the retailer. The central station company's principal interest lies in increasing its sale of current and such an increase occurs with the installation of each additional piece of household equipment. We come last to the customer, consideration of whose welfare is most important because he pays the bill for both the equipment and current.

Best Satisfied Customers Are Those Who Use Most Electricity

In my opinion, the customer who buys the additional electric equipment is entitled to congratulations. Ever hear of a housewife scrapping her electric iron and going back to the old hot stove and sadiron? Did anyone ever hear of a housewife dispensing with her electric washing machine in favor of the old-fashioned scrub board? Did any housewife ever get mad when her husband bought her an electrically-operated ironing machine? I don't think so.

In fact, my experience is that the best satisfied residence customers we have are those who have the most electrical equipment and use the largest amount of energy. In proportion to numbers, I think we get more complaints from the minimum bill customers than from those whose homes are operated almost entirely by electricity. We have therefore before us a business promotion enterprise which is bound to result in satisfaction to all concerned and what could be better than that,

We encounter, from time to time, some differences of opinion as to the propriety of central station companies selling appliances. It is always possible to find extreme views regarding any question.

Personally, I believe the electric service companies always have had and always will have an essential part to play in the promotion of appliance sales, but at the same time I feel that no unfair advantage should be taken of dealers and jobbers. Our rôle has always been that of the pioneer. In the early days electric service companies were compelled to do all the interior wiring. After this phase of the business became more established, wiring contractors felt safe in investing capital and the electric companies gradually withdrew from this work. When electricity first was used for power purposes the companies again were obliged to blaze the trail. They stocked and sold electric motors, for no one else was willing to make the necessary capital investment.

Pioneer Rôle Always Played by Utility Company

Then came the household appliances of which the iron was among the first. The initial irons were often uncertain in their operation and required frequent repairs. Only the central station companies were willing to undertake this expense and hazard. There followed the advent of numerous other electrically operated appliances, including ranges and refrigerators. These last two required particularly large capital outlay and considerable servicing expense. Only the central station companies could carry this equipment through the pioneer stage. Dealers entered the field only after standardization was accomplished and service expenses reduced to a minimum.

It is obvious then that pioneer work always has been and always must be done largely by the electric service company. So long as they must handle all appliances through their pioneer periods it is also essential that they continue to sell standardized equipment, but there is a wrong way and a right way of doing this. The wrong way is the ruthless way—the power of might. The right way embraces consideration for the dealer. The utility company's price on appliances should be based on cost plus reasonable profit. This should approximate the prices asked by the dealer provided they are not manifestly unfair to the public. The utility should use its influence against the sale of flimsy, undependable appliances which can only react against the entire business. Probably the electric service company's greatest field of good is in the general stimulation of the sale and use of electric appliances.

The progressive utility company is a firm believer in advertising. It is, or should be, a larger advertiser than any dealer in the community and much of its advertising should be devoted to the sale of electric equipment. I think this advertising is of material aid to every dealer. I believe that should the electric companies cease advertising and cease selling appliances the dealers in that community would suffer a distinct loss in business.

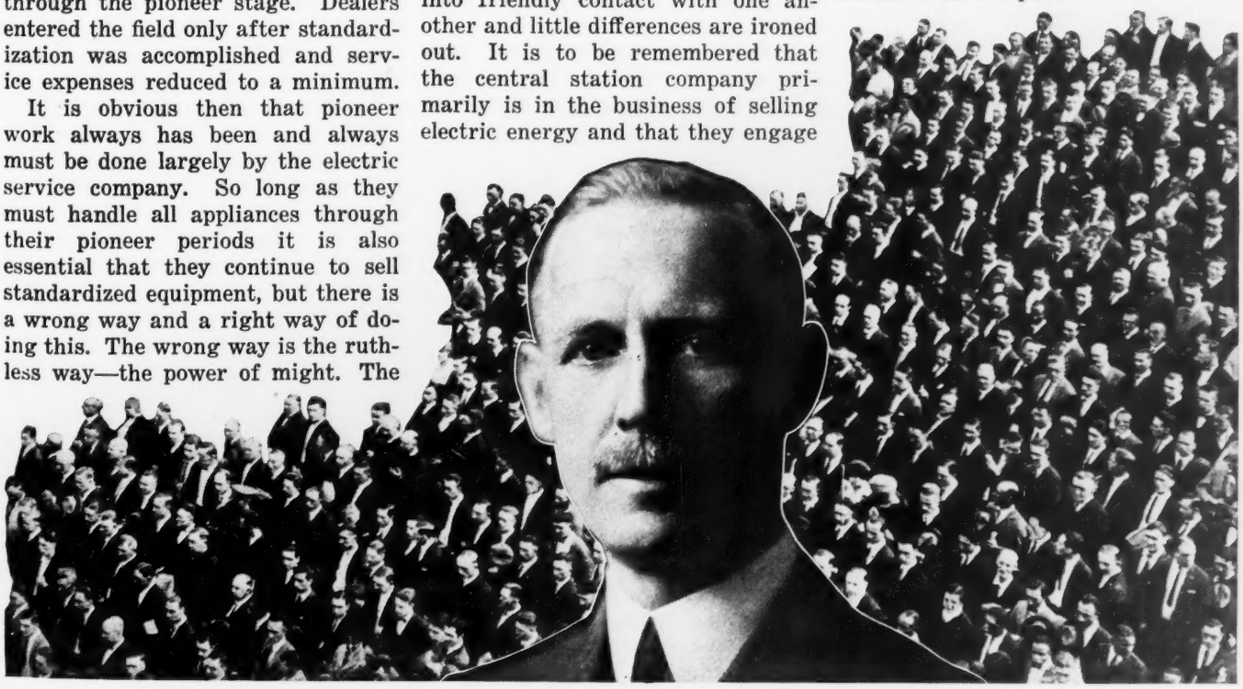
Members of One Big Family

There is nothing in this situation which should result in serious conflict. In many communities electric leagues have been formed, the members of which are made up of jobbers, contractors, dealers and electric service company employees. There are frequent meetings of these leagues and occasional dinners. All branches of the industry are brought into friendly contact with one another and little differences are ironed out. It is to be remembered that the central station company primarily is in the business of selling electric energy and that they engage in the appliance business mainly with the thought of getting current-consuming devices on their lines. At all times they should be willing to show every consideration to the dealer, for while we believe we are an aid in stimulating his business, likewise he is an aid in putting business on our lines.

Have Not Scratched Surface

We have a big field ahead of us in educating the home to the use of electric equipment. Neither the electric service company nor the dealer nor the two combined have so much as scratched the surface. There is plenty of opportunity for all of us and no excuse for serious friction. The big thought is, that there is a field which must be developed to its maximum and it is going to need all of us working all the time to make a thorough job of it.

Anyone who thinks that this is going to be an easy task is very much mistaken. The sales organizations of the electric service companies are finding infinitely more difficulties than they experienced in selling house wiring and in substituting central-station service for individual plants. The future load is not going to be taken on at the rate of 100 and 500 and 1,000 hp. at a crack. Rather we must reach millions of people in their homes and keep on adding a little everywhere to make up the grand aggregate that is necessary to insure sales development commensurate with the past.



He Speaks for 6,000 Lighting Company Executives

Eliminating Lost Motion in

Most homes have appliances that will stand a little service—A good will-creating, sales-producing method that shoots straight to the mark

HOW to get rid of the defects in selling through the ordinary canvasser and yet how to increase sales of major appliances, is the paramount problem with many sales managers.

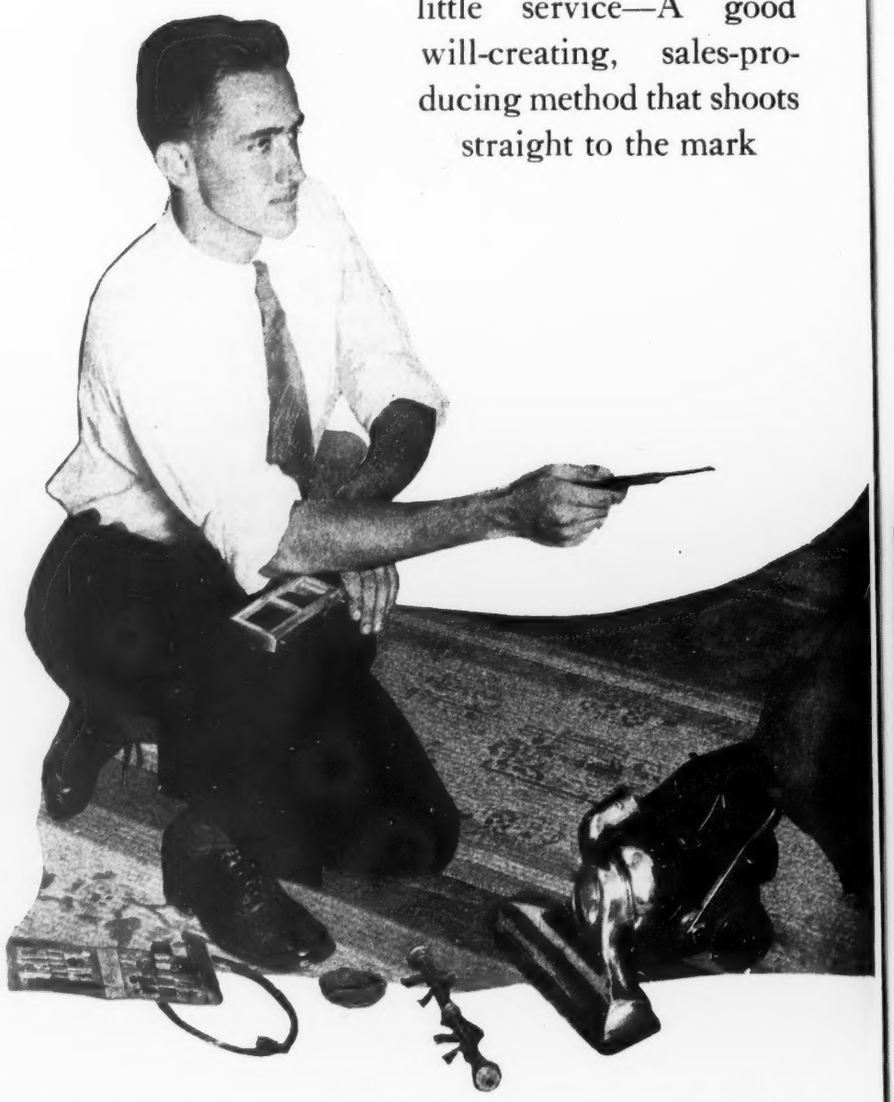
Several approaches more ingenious in character than simply pushing a door-bell have been developed and of these probably some form of the survey plan has proven always the most successful.

A very practical form of the survey plan with some quite original additions has been originated by W. Nye Smith, merchandise manager of the Northern New York Utilities at Watertown, N. Y. Mr. Smith has developed for his outside sales, a crew of men which he has called the consumers' service division.

These men take the place of aforetime canvassers. Their work, under Mr. Smith's method is not only made more productive than door-bell ringing, but also more dignified, which has reduced salesman turnover and time lost in training new men.

During the last eight months of 1925, while the system was being tested, gross sales showed an increase of 30 per cent over the corresponding months of the previous year. This was in spite of an unhealthy industrial situation, with local factories working on half time or less. All the months of this year show a substantial gain over last year. One month, April, was specially marked with a 60 per cent gain.

As an instance of how the system works with individual salesmen, an analysis of fifteen weeks' reports of one of these men, J. H. Dudley, shows that 56 per cent of his calls developed prospects for major appliances and that 57 per cent of these prospects developed into sales. This figured out, would mean that about 32 per cent of all his calls yielded sales for major appliances. Under almost any system heretofore employed in selling major appliances such a result as one call in three producing sales is so rare as to be unheard of.



Briefly, the method is as follows:

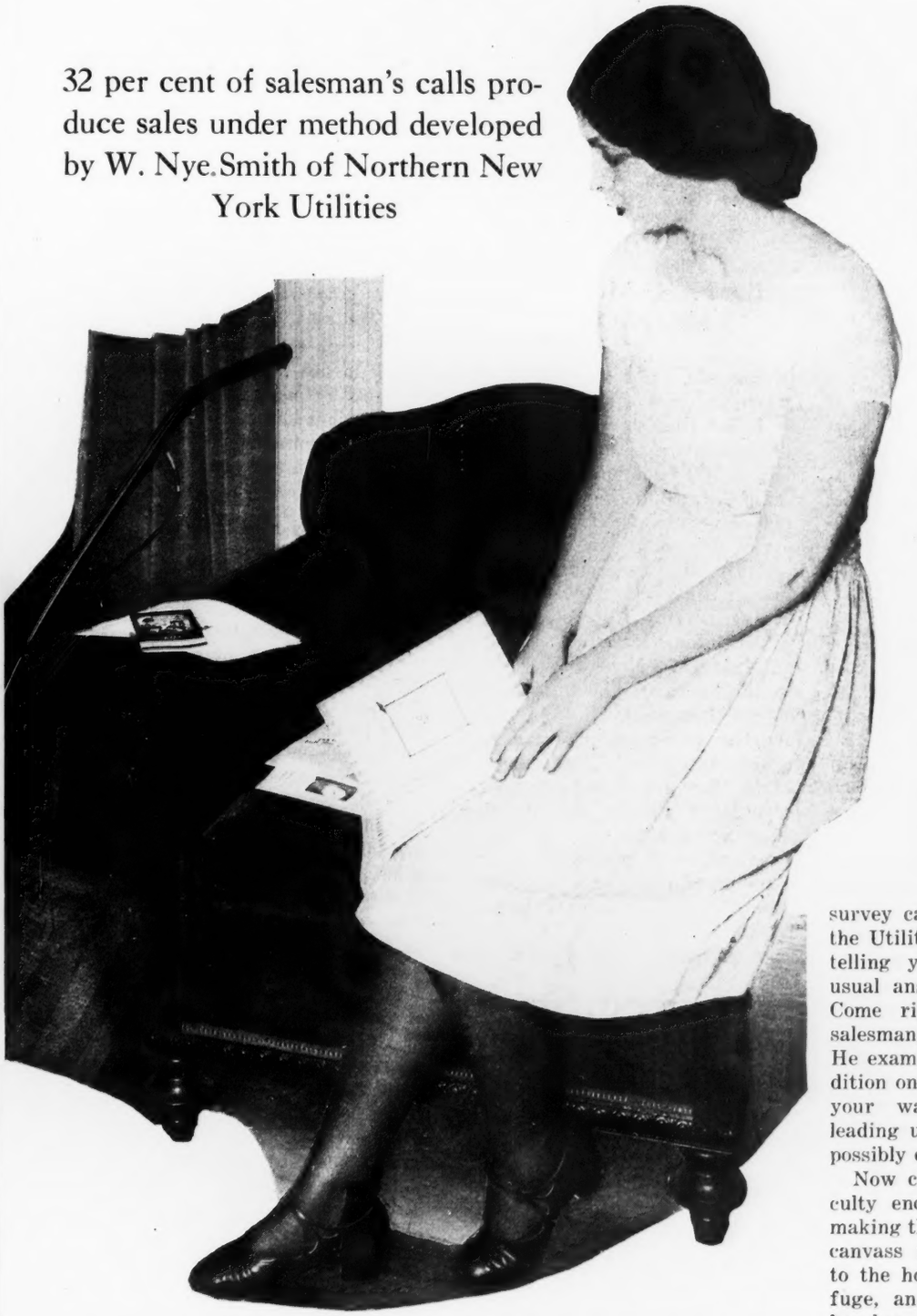
Survey cards are imprinted from the meter lists and distributed to the salesmen, a card for every customer. These survey cards list every appliance, both gas and electric, commonly found in well equipped modern homes. Each salesman segregates the cards of customers on whom he is sure he can call within a week and mails postals to the addresses shown on the cards. These postals read as follows:

"To help you gain the greatest possible benefit from the electricity and gas which you are using we are sending a trained man to your home. *Without cost to you* he will examine your equipment and appliances, make such repairs as he can make in your home and advise you on ways of using our service economically and without waste. We want nothing, no matter how small, to lower the quality of the electric and gas service which you can enjoy. *He will call within a few days.* We hope you will welcome his assistance and suggestions."

It is vitally important that a customer notified in this manner be

in Selling Appliances

32 per cent of salesman's calls produce sales under method developed by W. Nye Smith of Northern New York Utilities



called upon within a week after receiving the card.

Each salesman is provided with a kit bag containing tools, odd repair parts such as plugs and fuses, and his catalogs. He presents himself at the door, as the service man whom the customer is expecting, according to the postal she has received. When admitted he makes a record of the make and condition of each piece of equipment used by the customer, making his entries on the original survey card. He makes such minor repairs as he is equipped to handle, and arranges for more extensive repairs where needed. Of course he makes no charges for his own services or for the small parts, plugs, etc., which he uses. The customer is told she must pay for major repairs where it is necessary to call in the company's regular repair man.

A good man following this plan will make sales in nearly every house which he enters, and will come out with a very high percentage of prospects compared with calls. The sales made on these first calls are frequently only Mazda Lamps for empty sockets, but the introduction is so good that a sure rapid fire follow-up of prospects is easy, and results in large sales.

Imagine a salesman's first call. He rings the door-bell, and introduces himself, "Good Morning, Mrs. Blank!" (he has her name on his survey card), "I'm John Doe, from the Utilities. You received a postal telling you I was coming." The usual answer is "Glad to see you! Come right in!" And then the salesman, "May I see your range?" He examines it, and records its condition on his card. "Now may I see your washing machine?", finally leading up to a sales argument and possibly closing the sale.

Now contrast this with the difficulty encountered by the salesman making this same call by the old cold-canvass method. Usually entrance to the house is obtained by subterfuge, and the woman realizes she has been tricked in this regard and her confidence is undermined at the start. Mr. Smith's method may be considered a subterfuge, but as practiced in Watertown it is nothing of the sort. A real service is rendered in every case and prospects obtained in this way are always friendly.

Electrical Refrigeration Campaign Sells

1,488 Units in 30 Days

Skillful organizing and free trial offer sells $520,000 total to 2.3 per cent of meters in nine Ohio cities

By L. E. MOFFATT
Managing Editor

ACCORDING to forecasts now being made on production of domestic and commercial electrical refrigeration units for next year the number will be so large as to challenge comparison in number of units with electric washing machines.

Refrigerators, to be sold in washing machine quantities will, it is reasonable to assume, have to be sold by something like washing machine methods.

The experience therefore, of the Ohio Public Service Company in campaigning electrical refrigerators is instructive in showing how a large number of refrigeration units have been successfully sold in average communities.

This campaign establishes a record for total quantity sold by one company and probably also a record of sales per 100 meters. For in nine cities with an agregate of about 70,000 domestic and commercial meters, 1,488 units were sold, totaling $520,000 in less than thirty working days.

The man who planned and directed this immense merchandising operation is C. L. Dunn, general new business manager of the Ohio Public Service Company. In his organization are 100 seasoned salesmen through nine Ohio towns; Warren, Lorain, Elyria, Alliance, Ashland, Port Clinton, Massillon, Sandusky and Mansfield. None of these towns are larger than 40,000 population. None of them are the kind of wealthy suburban towns which are now regarded as the A-1 refrigeration fields. They are all industrial towns except Port Clinton and Sandusky which are fishing and agricultural towns and are a representative group of the small cities and large towns common in the northern and eastern states.

So that this refrigeration campaign is not only interesting as an example of wonderful organization and efficient selling, but as evidence of the acceptance of electrical refrigeration in a representative group of average American homes.

Easy Sales Terms

Last year, in all these towns, the Ohio Public Service Company sold 564 electrical refrigeration units. In the early part of this year, Mr. Dunn decided to try out, by energetic selling methods, two of the nine communities to determine just what a high pressure, free trial, long term selling campaign would do with the electric refrigerator.

A period from February 15 to March 15 was determined for the original test campaign and two divisions, Mansfield and Elyria were selected. The proposition was a free trial demonstration of an electric refrigerator in the customer's own home without obligation to buy. The customer could purchase on terms of ⅓ of the total bill as a minimum first payment, the balance in twenty-three equal monthly installments. Although the season was early for the best results, this was used by the salesman as a selling argument and customers were induced to buy because delivery would be better than after the spring and summer demand had set in.

This test campaign of twenty-six working days in these two towns sold 283 units or 1.77 per cent of the domestic and commercial customers. This percentage was then made a basis for the quota set for a campaign by the other seven divisions.

The first of April to the fifth of May, a period of thirty working days, was determined on for a cam-

Final Results on Electric Refrigeration Sales Campaign

CONDUCTED DURING THE MONTH OF APRIL AND ENDING MAY 5, 1926 (30 WORKING DAYS) AS REPORTED BY EACH DIVISION

	Division	No. Sold	Quota	Quota Sold, per Cent	No. on Trial
1.	Port Clinton	84	46	183	0
2.	Sandusky	201	124	162	0
3.	Ashland	85	53	160	29
4.	Lorain	230	157	146	7
5.	Massillon	191	143	133	2
6.	Warren	231	191	121	2
7.	Alliance	160	145	110	16
	Total	1,182	859	137	56
	Here's what Elyria and Mansfield accomplished in a twenty-five working day campaign February 15th to March 15th, 1926:				
8.	Elyria	163	118	138	..
9.	Mansfield	143	165	86	..
	Total O.P.S.	1,488	1,142	130	..

paign by these seven other divisions. The quota fixed on the basis of 1.77 per cent of the domestic and commercial meters was 859 units. Actual sales were 1,182 or taken together with Elyria and Mansfield figures a total of 1,488 in these two campaigns in communities aggregating about 65,000 commercial and domestic meters.

Preceding is a table showing by towns the number sold—taken from Mr. Dunn's memorandum to his sales force at the close of the campaign.

Now how was this remarkable result achieved? Mr. Dunn in answering our question sets up the most important factors, first and most important, organization, and second the free trial offer and terms extended over twenty-four months. Organization here means the careful planning of the campaign, all details being worked out before anything was started, and the thorough organization of man power, first the man power to sell, second the man power to install, and third to service. An order was placed covering units enough to fill the quota set, so that once a request was obtained for a trial there would be, if possible, no delay.

After this in the order of their importance came such problems as advertising, commissions, keeping the salesmen actively on the job, getting leads, segregating prospects, and the mopping-up process.

The Ohio Public Service Company's sales organizations are organized on a specialized selling basis. In each town there is a specialist who devotes his whole time to power line extensions, another to old house wiring, a third to refrigeration, etc. For the purpose of this campaign, the refrigerator specialist did much work with other salesmen in closing leads developed by the other men. All the salesmen, no matter what their specialty was, were for the period, turned loose actively on selling refrigerators. A quota was set for each town and a quota for each salesman and these quotas, set after consultation with the local new business managers and on a basis that could be made, were, as a matter of record, far surpassed.

Prizes were set up which were sufficiently attractive to actually stimulate the men in their work. A first prize of a B52 Frigidaire was offered in each town to the salesman who turned in the most prospects which resulted in the largest number of units sold. The second prize was $100 in cash, $75 the third prize and $50 the fourth prize. Also a trip to the national sales convention at Dayton was offered to all the men who would pass a certain list amount of sales.

Fair Scale of Commissions

Commissions were set up on a somewhat complicated scale. The object was to be fair to the refrigeration specialists and make the work attractive to the other men. The refrigeration specialists received an over-riding commission on all sales. The result was a very real stimulation through the entire sales force. Total direct sales expense, aggregated 12 per cent on the cash list price of units.

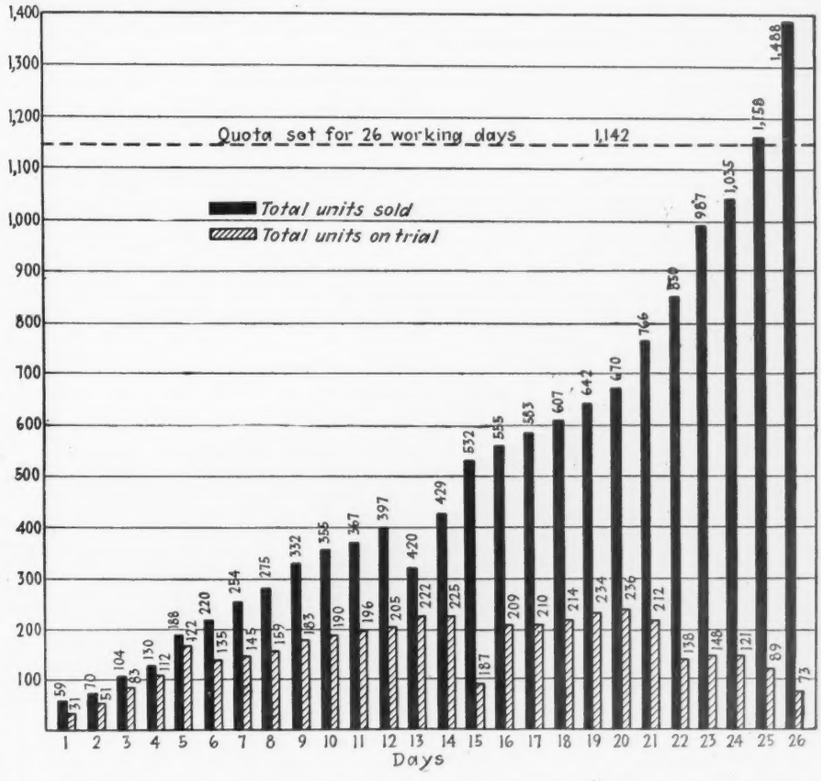
Only a moderate amount of advertising was scheduled. This was prepared and sent out by the central office.

Not only was the enthusiasm of the men enlisted by the compensation set up and the active backing that they were given, but due to the careful planning, each man was given so definite a part in the program that he could look upon himself as, in a measure, responsible for the success of this great effort.

It was thought hardly practical to work on anything but prospects. People should be known to be financially responsible before they are offered a free trial on a refrigerator. A carefully developed and checked prospect list was therefore essential.

Each salesman was required to turn in a number of prospects, which were then all pooled and dealt out by the sales manager. The number of prospects set for a town of 30,000 was 1,500 and this same relative proportion of about one prospect to every 20 members of the population was the rough average in all the communities. The salesmen turned in their own personal prospects to this pool. Prospects were given out as a rule, not on the basis of whether they were the particular salesman's own prospects, but on the basis of his day's work. While all the salesmen who participated in this campaign had their own cars, still the prospects were segregated as much as possible in order to save time.

Daily meetings were held and these daily meetings were chiefly given up to brass tack discussions of particular cases which the salesmen were trying to solve. An interesting feature of these meetings was that they were all attended by the service men who were doing the installing. While this took some of the installer's badly



Graph showing the day-to-day progress of the campaign. That sales were quickly closed after units were delivered for trial is indicated by the mounting sales lines and the decreasing trial lines.

needed time it was found very much worth while because through this contact with the salesmen in sales meetings these men received valuable training in the importance of their contact in the customers' homes. While on the other hand the salesmen got some valuable technical information as well as the chance to make friends of these men who can be such very effective allies in closing the sale.

Delivery Chief Problem

As these campaigns got under way and the number of installations increased so very rapidly the chief problem became that of delivery and installation. Capable installers and service men can not be obtained overnight. Good mechanics are needed and these must be properly trained. The co-operation of the Delco Light Company was here of much value according to Mr. Dunn. The manufacturer and his distributors furnished a service and installation man for each city and also supplied a factory salesman in each town who helped the Ohio Public Service Company's salesmen to close business.

All machines were frozen before delivery; a successful effort being made to reduce the time for installing and also the amount of "tinkering" in the customer's home.

On the matter of free trial, it wants to be emphasized that this was not a thirty-day trial offer or in fact for any fixed period. The plan offered a free trial in the customer's home and as soon as the machine had been installed a salesman called and he followed up that prospect every day until the sale was closed. Pressure was brought on the customers to make their decision at once because, as the salesman pointed out, there was a shortage in deliveries and other customers were waiting. This was of real assistance in getting quick action. Most sales being closed within three or four days after delivery. This is a very important point in the whole experience because it tends to establish the reasonableness of the free trial method of selling refrigerators from the viewpoint of financing and investment. It seems probable certainly that refrigerators will have to come to this method of selling just as washers, cleaners, radio, etc., have come to it.

Return Percentage Low

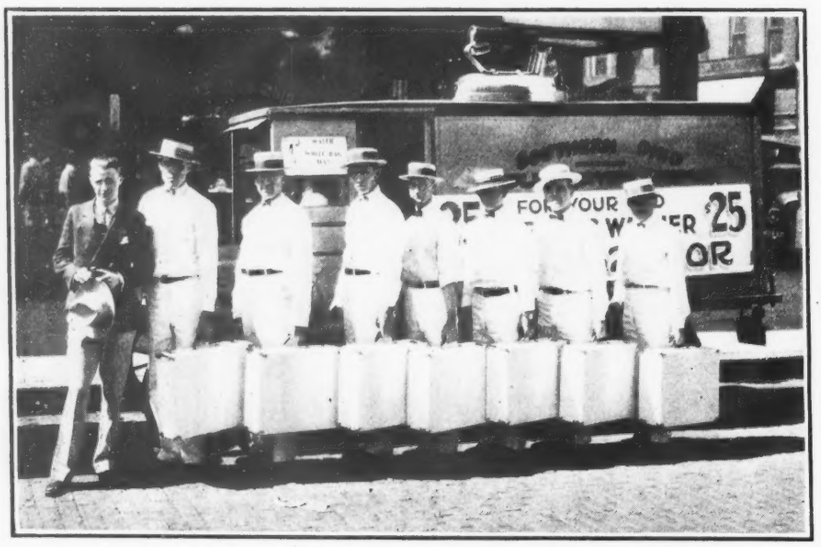
Another favorable fact in this campaign is the low percentage of returns. After the campaign was over and the mopping-up process was completed there was an average of 6 per cent returns from trial. This is a very moderate percentage as anyone who has had any experience in a free trial washer or cleaner campaign very well knows. And so broad was this free trial offer that it was made on units that had to be installed in ice boxes on the customer's premises. It is interesting to note that all of these remote installation trial jobs were sales, there were no returns.

Commercial Installations Also

Now this campaign was not entirely a domestic campaign. Thirty-four per cent of sales were on commercial installations. This classification does not include any ice cream cabinets. The following is the tabulation of percentages of commercial and domestic and also the proportion of domestic remote and self-contained installations.

Division	Domestic Remote Jobs	Domestic Self Contained Jobs	Commercial Jobs
	Per Cent		
1. Warren	42	28	30
2. Lorain	6	39	55
3. Elyria	55	20	25
4. Alliance	32	54	14
5. Ashland	10	20	70
6. Port Clinton	10	68	22
7. Massillon	47	33	20
8. Sandusky	41	30	29
9. Mansfield	26	42	32
Total	30	36	34

Zanesville, Ohio, Has White Bag Campaign



THERE was no summer sales slump with the Southern Ohio Public Service Company at Zanesville, Ohio, due to the successful "White Bag" sales campaign put on by Horace C. Fox, New Business Manager. Teaser ads and publicity aroused the public's curiosity in the "White Bag Man" and these two-fisted salesmen in summer attire, carrying white bags spread the spirit of electrical summer comfort and sold a quantity of appliances.

This "White Bag" idea should be double starred as an electrical selling method. It was first developed and applied by the Wisconsin Valley Electric Company at Wausau, Wisconsin, and has been used in other cities since with much success. It is a very effective appliance-selling idea and is worth the time and effort put into it.

Details of the first "White Bag" campaign appeared in "Electrical Merchandising" for May, 1924.

Flowers for Auxiliary Side Line

Flowers as an attractive side line to the electrical business have been introduced as an experiment by Charles Duncan, of the Duncan Electric Company, Wall and Riverside Streets, Spokane, Wash. Mr. Duncan is a specialist in this line, as well as in the electrical contracting field and is merely combining his hobbies.

The flowers and plants make an attractive touch of color in the store, they bring people in daily and they aid in filling in the valleys of business.

Electrical dealers who are making money—XXIII

Van Ness Uses Gift Lines to Increase Appliance Sales

WILL the gift-shop plan for creating traffic in the electrical store work in a small city? Can the average contractor-dealer get away with this idea which has worked out successfully in cities the size of Wilkes-Barre, Pa., for example?

Valparaiso, Ind., is a typical small-city-big-town community. It has a population of 7,500. John W. Van Ness, owner of the Van Ness Electrical Company of that city, is a good example of the average contractor-dealer. Van Ness certainly has "got away" with the store-for-ladies idea to the harmonious tune of $37,000 in appliance sales for last year and at a worth-while profit. "Van" took ten per cent of his entire gross business ($47,000 during the fiscal year 1925-26) for executive salaries. He also subtracted from net earnings six per cent on his investment and then showed a net profit the equivalent of three per cent of the gross sales.

This scheme of adding a line of merchandise which will attract the fair sex to the electrical store was given careful thought before Van Ness adopted it. "J. W." is steeped in all the old time traditions of the craft. The Van Ness Electrical Company is a "father-to-son" business. John grew up, as it were, in the shade of the old Stilson wrench. Why then did he lay in a stock of bridge prizes, fancy candles, artificial flowers, kitchen novelties and so forth?

The Two Reasons

"There were two reasons," he states. "I wanted to improve the appearance of the place and second, I was determined to innoculate the women of Valparaiso with the *habit of dropping in* to my place just as they do with the drug store and the department store."

Van Ness declares that his gross sales in gifts from May, 1925, to May, 1926, didn't exceed $500. He states also—and this is significant—that his electrical merchandising business jumped from $31,000 to $37,000 during the same period.

What's the connection?

Switching Interest to Electrical Goods

Well, in the first place that $300 stock of gifts brought 640 women into the store that otherwise never would have crossed the threshold. Again those 640 women were sold approximately $6,500 worth of appliances or other electrical goods. Van Ness trained his bookkeeper-typist to turn that last little trick. True, 640 women represent but two store prospects per working day—but that's two more than Van had in 1924-25. And it didn't cost an extra cent to move that increased volume.

The "switching of interest" process is quite simple. Its strength lies in its straightforwardness. After the gift has been purchased, but before it has been wrapped up, the young lady says, in a matter-of-fact voice, "Do you happen to have an electric washing machine, Mrs. Brown?" or "Have you seen our new electric ironer?" or she picks up a percolator, remarking as she hands it to Mrs. Brown, "I want you to see something quite unusual in electric percolators, Mrs. Brown."

Van Ness estimates that between 30 and 40 per cent of his "gift" customers ultimately purchase something electrical.

"Of course, the clerk takes the customer's name and address whenever she can properly do so. Either myself or my outside man follows up these leads at a later date. These are matters, however, that must be

A familiar type washer campaign which has been chiefly employed by central stations has been successfully carried through by Van Ness. The usual newspaper publicity, these small boys and girls decorated with orange caps turned in a lot of information as to the washerless condition of their home laundries.

handled with a great deal of tact else the customer will take offense and transfer her gift business to some other shop."

"Buying these novelty lines is not a complicated or time-consuming process," says Mr. Van Ness, "if you pick trustworthy and experienced men with whom to deal. To other dealers interested I would suggest that the dealer confine his purchases to articles retailing for not over five dollars and that the majority of gifts in stock be bridge prizes ranging from one to four dollars."

Van Ness displays gift merchandise on a long table in the center of his 25-by-40 floor space. He also uses two show cases and a section of wall shelving.

Last December he ran six small advertisements in his local daily paper. Thirty per cent of his gift business for the year was rung up on the cash register just prior to Christmas. His margin on this line averages 50 per cent.

Reducing Expenses Also Helps Increase Profits

There are two ways to make money in any business. One is to increase the sales volume. The other is to reduce expenses. Van Ness believes in doing both. His policies which reduced operating expenses to less than 18 per cent of gross sales (not including executive salaries) are worthy of note.

"I am a firm believer," he states, "in confining purchases, wherever possible, to one or two good jobbing houses. Here are the benefits I derive from this practice: it develops a personal contact and an intimate knowledge of requirements and service possibilities which is invaluable; my jobber knows my true financial worth and is willing to grant me special credit accommodation when the occasion warrants it; last and greatest of all advantages is the fact that I can obtain two day delivery on just what I want and in the quantities specified.

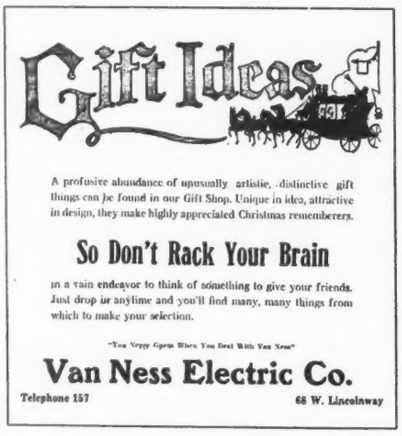
"It is because of this last point that I am able to turn my entire stock six times a year. And it is because of this that the "interest-on-investment" item is less than $500 a year. By turnover I avoid these eight sources of possible loss due to slow stock-turn. They are: capital tied up in idle stock; interest on inactive capital; depreciation of goods; mark-downs; handling charges; shelf and storage room; insurance and loss of reputation for having fresh, up-to-date stock."

An inventory method which works for stock control also helps to keep investment down and turnover high.

Has Close Check

Every sales slip is "costed," to quote Mr. Van Ness. In other words cost of the merchandise is added to all sales slips. The last of every month the cost figures from all the slips are added up. "This gives me the total sales for the month at my invoice prices. By deducting this sum from my merchandising account and adding the cost of merchandise purchased I obtain the cost value of stock on hand at the first of each month." Analysis of this statement gives Van Ness a close check on stock flow and sales volume.

Buy It At
Our Gift Shop
Here's a shop laden with fine and unusual merchandise from many corners of the world. Truly a palace of treasures—and how interestingly low are the prices!
There are vases, door stops, Spanish and Czecho-Slovakian pottery, all kinds of lamps, artificial flowers, kitchen novelties and a hundred and one other gift things.
You never guess when you buy from Van Ness
VAN NESS ELECTRIC CO.
Telephone 157
68 W. Lincolnway


Gift Ideas
A profusive abundance of unusually artistic, distinctive gift things can be found in our Gift Shop. Unique in idea, attractive in design, they make highly appreciated Christmas remembrers.
So Don't Rack Your Brain
in a vain endeavor to think of something to give your friends. Just drop in anytime and you'll find many, many things from which to make your selection.
"You Never Guess When You Deal With Van Ness"
Van Ness Electric Co.
Telephone 157
68 W. Lincolnway

Gifts Rare and Beautiful
In Our Gift Shop
Gifts rare and beautiful—what an excellent description of the many delightful selections offered for Christmas in our Gift Shop. Rare because they are unusual and unique. Beautiful because of the skilled workmanship, color combinations and designs. A truly remarkable place to obtain gifts for any member of the family, where one can find so many oddities to please the recipient that it is really difficult to select just which one to choose for they are all so appropriate.
In Our Lamp Department
We are showing, this season, some bonafide values in lamps. There are floor lamps boudoir lamps, bed lamps, table lamps, desk lamps, junior lamps, bridge lamps, night lamps—in fact if it is a lamp, we have it. And the prices are just as attractive as the lamps themselves. Shades and bases can be purchased separately if desired.
"You Never Guess When You Deal With Van Ness"
Van Ness Electric Co.
Telephone 157
68 W. Lincolnway

Stage Lighting the Lecture on Illumination

An extremely effective staging of a talk on modern illumination was recently developed at a meeting in Salt Lake City, under the chairmanship of L. B. Gawan. For this occasion all electric service was disconnected at the panel board and all illumination furnished by kerosene lamps. A particularly ornate antique specimen in the main entranceway dimly called attention to a sign directing the audience to the meeting room.

Here every conceivable variety of lamp from the old fashioned kitchen variety with a reflector to the parlor atrocity with dangling crystals furnished what would once have been thought a blaze of light, but which proved so inefficient that the secretary had to supplement it by a candle stuck in the top of a bottle when it came to reading the minutes.

Impressive Demonstration of Advance Made in Lighting

The program appropriately covered something of the historic development of the lamp, as well as the modern application of electricity to this feature of home comfort. At the close of the meeting the lights were turned on, thus greatly impressing the gathering with the advances which had been made in illumination during a period of time which came within the memory of many present. All agreed that the form of presentation was entertaining as well as instructive.

"The Electragist's Place *in the Industry"*

Twenty-fifth annual convention of international contractors' body, at Cedar Point, Ohio, August 24 to 27, discusses members' relationships in merchandise distribution and wiring

J. A. FOWLER
President, Association of Electragists, International

CELEBRATING a quarter-century of organization among the electrical contractors of the United States and Canada, the twenty-fifth annual convention of the Association of Electragists, International, held at Cedar Point, Ohio, August 24 to 27, presented a program of unusual interest and of great practical value.

"The Electragist's Place in the Electrical Industry" was a theme treated from several different angles, by different speakers. Gerard Swope, president of the General Electric Company, chose this as his topic in an address that was one of the features of the convention. President Fowler, of the Association, spoke on the electragists' relationships with other associations, and the work of the electragists with respect to the National Electrical Code and the all-metal standard.

And the important report of the Electragists' trade-policy committee, W. Creighton Peet, chairman, analyzed the distribution of electrical products through various channels, making a plea for the movement of goods from the manufacturer through the jobber and contractor-dealer to the general public. Sessions given over to the study of contracting and installation costs developed much valuable material for the benefit of those contractors attending the discussions.

President Fowler's Address

"Our relationship with the three other branches of the industry is friendly and evidences of co-operation concerning mutual problems are outstanding," said President Fowler. "Such relationships can be materially improved by a helpful attitude on the part of our individual members locally.

"The central station has nothing to gain by deliberately antagonizing local Electragists and it realizes that the greatest good can come only from a co-operating electrical constituency. Of course a few isolated exceptions prevail, but in such cases it is not infrequently found that both sides have contributed to the misunderstanding. Join in the utility companies' campaign for customer ownership—become owners of their securities—tie in with their sales programs—become personally acquainted with the local management.

"We have no better friends than the manufacturers of electrical supplies and we are grateful for the fine support they seem ever ready to give.

"The electrical distributor or jobber has greatly changed his attitude toward us in recent years. A reputable Electragist who pays his bills is a mighty valuable customer for the jobber. We have been asking a lot from him in connection with the question of trade policy and, generally speaking, he has been trying to measure up to our requirements.

Jobbers Not Competitors

"One of the principal manufacturers is taking the position that its distributors have no place in the contracting and retail field and this thought is shared by the distributors. I quote from an announcement of one of the large combined jobbing and contracting concerns of the country—'On August 1 we will become a wholesale distributor only. We will sell only to electrical contractors and dealers who purchase for resale and to industrial plants for their general requirements.' If we take the position that jobbers should not be our competitors we must make certain that such a policy will be profitable for them by helping to make it so.

"Every department of our work has made substantial progress during the year. Certain of our activities have been of such importance as to merit individual comment.

"In connection with the Code situation there is a sentiment prevailing,—not without strong support,—which urges consideration of an Electragist standard of wiring practice. It is maintained that the Code has become highly vulnerable to assault; that the Electragist must bear the brunt of any breakdown in electrical installations made by him; that local communities are more and more controlling electrical construction by ordinance and that such regulations are generally far more restrictive than the Code and that the Electragist can become a dominant factor in the preparation of such regulations. I am not a convert to the opinion that the Code has lost its usefulness and I confidently believe that thoughtful patriots who prize the Code's integrity will make unnecessary a movement of that kind.

The All-Metal Standard

"The aggressive campaign of this Association to develop All-Metal Standards for wiring systems in certain kinds of buildings, and all kinds of buildings under certain conditions, has been so successful that we have been challenged to justify our position as a result of the criticism which has come mainly from the wiring committee of the National Electric Light Association. Considerable of the support for the approval of non-metallic assemblies was a reflection of this opposition.

"In the first place the scope of our program was misunderstood by many and intentionally so by others. It was

charged that we would restrict all wiring to rigid-conduit installations. That we would ultimately demand an all-metal code. That communities with all-metal requirements abounded in unwired houses on account of the prohibitive cost of such work.

"I am sure our members have never misunderstood our purpose and we have striven to acquaint others with our real motives. We have at this time a special committee charged with the duty of clarifying the situation. Nothing is to be gained by charges and counter-charges—much can result from the right sort of industry relationships in a mutually helpful study of such controversial subjects.

"It was with the thought in mind that I initiated a movement for a joint committee survey on the trend of wiring, to be participated in by the four major branches of the industry. Much progress has been made in this direction. I am happy to report to you that Earl E. Whitehorne, of *Electrical World* and *Electrical Merchandising*, has been invited and has accepted the responsibility of sponsoring this conference, which should be held sometime in the Autumn.

"Such an industry conference should bring a mutually clearer view of our several responsibilities, and a coordination of all interests to the task of giving the greatest and best electrical service to the public."

Chairman Peet Presents Trade-Policy Report

"'The most economic and efficient method of distribution of electrical products comes where those products move from manufacturer through jobber to the contractor and dealer and thence to the consumer.'"

"This is our trade policy," said Mr. Peet, "and your Trade Policy Committee is charged with the responsibility of studying the conditions which hinder the more complete realization of that policy.

"Accordingly, your committee has been engaged in a program of economic studies, the aim being in each case to establish facts on the theory that workable remedies are possible only after a thorough examination and diagnosis.

"The present study undertakes to find out the relative sizes of the several channels of distribution and to determine definitely the contractor-dealer's 'place in the sun.'

"There have been many guesses, but so far as we know, this is the first time that anyone has attempted to make a thorough and careful analysis of the situation by going back to original sources for the facts and when such were not available, to undertake a field survey to determine those facts.

"The basic facts determined by this study are contained in a detailed table headed 'The Channels of Distribution of Electrical Products' that is so extensive as to require considerable study to grasp its many ramifications. We have boiled down the results of this audit of the market into what we have called 'The Balance Sheet of Distribution of Electrical Products.'

"The contractor-dealers purchase approximately 85 per cent through elec-

(*Continued on Page* 123)

McGraw Award Medal *given to* L. K. Comstock

Honorable Mention to A. L. Abbott, C. F. James and G. F. Laube

THE second annual presentation of the contractor-dealer medal and purse under the James H. McGraw Award was a feature of the opening session of the convention of the Association of Electragists-International on Wednesday morning, August 25, at Cedar Point, Ohio. The bronze medal and the purse of $100 in gold was awarded to Louis K. Comstock and certificates of honorable mention were extended to Arthur L. Abbott, Charles F. James and G. Fred Laube, with the following citations:

L. K. COMSTOCK
Awarded James H. McGraw Medal

(Citation)

Louis K. Comstock, president, L. K. Comstock and Company, New York, for years has believed that the vital interests of the public and of employer and employee in industry are inseparably bound together and that all benefit by a continuous peaceful operation of the industrial process. To this end he has devoted himself with persistent purpose to the promotion of a better understanding between the electrical construction industry and the labor it employs. Beginning, on his initiative, by the appointment of a committee by the Conference Club in 1918, a "joint declaration of principles" was adopted in 1919 by the National Association of Electrical Contractors and Dealers and by the International Brotherhood of Electrical Workers and in 1920 "the Council on Industrial Relations for the Electrical Construction Industry of the United States and Canada" consisting of five representatives of the employees and five representatives of labor was organized with Mr. Comstock chairman.

This council functions not merely as a board of arbitration in labor disputes but as a court of justice giving its decisions not by compromise but through the application of definite and certain principles and it has assisted in the conciliation and adjustment of many cases submitted from all sections of the country, with the result that for a period of two years there have been no strikes in the electrical construction industry.

Given Personal Leadership

Mr. Comstock has been the inspiration and the sustaining strength of this work since its inception. He has brought to the council a practical idealism, a breadth of vision and an unselfish devotion to a public service seldom seen in the affairs of any industry. Without regard to the sacrifice of time or energy he has given to this work a personal leadership that has raised the council to a high place in the respect and confidence of electrical men. In recognition of this distinguished contribution to the advancement of the contractor-dealer branch of the electrical industry the judges have awarded to Mr. Comstock the Contractor-Dealer Medal and purse for 1926, given under the James H. McGraw Award.

(Citation)

Arthur L. Abbott, technical director, Association of Electragists International, New York, while manager of the Electric Construction Company of St. Paul, in 1907, and later, until 1923, as vice-president of that concern reorganized as the Commonwealth Electric Company became convinced of the need for authoritative estimating cost data, covering broad and comprehensive surveys of labor costs on electrical construction work, prepared in a simple and universally adaptable form which may be readily comprehended and applied by every electrical contractor to fit every type of job and job condition which the contractor must estimate.

In 1919, he took the initiative and was largely responsible for the organization of a cost data committee in the National Association of Electrical Contractors and Dealers serving on the committee first as a member and then as chairman. Through his able leadership and exhaustive personal work, the first Manual of Estimating was published in 1922.

In 1924, Mr. Abbott joined the staff of the Association of Electragists as its technical director and since that time has continuously studied and developed this manual of estimating, broadening its scope and enlarging its usefulness until it has become the accepted standard of the industry and is exerting a far-reaching influence on the cost knowledge and the prosperity of the electrical contractor. Meanwhile, in 1925 Mr. Abbott also conceived and developed the idea of the so-called local "estimating schools" through which electrical contractors in any community may study the art of estimating under the direction of trained leaders.

In recognition of this constructive contribution to the advancement of the Contractor Dealer Branch of the Electrical Industry, the judges have extended to Mr. Abbott a certificate of Honorable Mention, given under the James H. McGraw Award for 1926.

(Citation)

Charles E. James, president Lektric Shop, Fort Pierce, Florida, as a result of his personal experience in resuscitating his own business with remarkable and well deserved success through the introduction of an adequate accounting system whereby he acquired a thorough and intimate knowledge of operations and results, became inspired with a zeal to help other contractors and dealers to benefit by a similar application of sound business principles. By the most untiring and unselfish devotion of his time and strength, he has worked to raise the contractor-dealer industry of his state to a higher ethical and economic plane and through his able leadership and the respect and affection which he has won among them, he has given a personal help to many contractors and dealers throughout the state, developed a strong and influential Florida Association of Electragists with nearly two hundred members in forty towns and cities, initiated and pushed forward sound state legislation for the electrical contractors, effected a closer understanding and sympathy between contractors and inspection interests and brought about a high degree of mutual respect between his branch of the industry and the jobber manufacturers and central stations. In recognition of this constructive contribution to the advancement of the contractor-dealer branch of the electrical industry, the judges have extended to Mr. James a certificate of Honorable Mention given under the James H. McGraw Award for 1926.

(Citation)

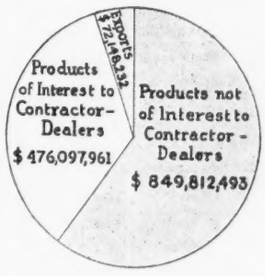
G. Fred Laube, president Laube Electric Company of Rochester, New York, believing that there is a considerable element of nuisance involved in the high-pressure door-to-door canvassing method of selling electrical appliances, which he feels affects the good reputation of all the local appliance merchants, initiated in his store a method of merchandising in which he relied upon excellence of display and a thoroughly organized program for the education of prospects and customers. Establishing what he calls an "electrical department store" in which the display of associated lines is very carefully studied, he has succeeded in bringing to his store by invitation successive groups of women for the inspection of specific appliances and instruction in their use, without obligation or influence to buy. At the same time, by displaying together with standard lines and in direct comparison, the low priced appliances commonly featured in drug and department stores, he has made a frank constructive demonstration of quality, and while offering the full range of prices has greatly increased the popular preference for better goods. This method happily has proved profitable, has resulted in raising the dignity of electrical appliance selling in Rochester and has benefited all local dealers. In recognition of the principles involved in this constructive contribution to the advancement of the contractor-dealer branch of the electrical industry, the judges have extended to Mr. Laube a certificate of Honorable Mention, given under the James H. McGraw Award for 1926.

The James H. McGraw award was established last year by Mr. McGraw "to encourage constructive thinking for the advancement of the electrical industry." Its permanence has been secured by an endowment given into the keeping of the Society for Electrical Development. Each year four bronze medals are awarded, each accompanied by a purse, to those men who are judged to have done most for the advancement of the manufacturing, jobbing or contractor-dealer branches of the industry. The judges appointed this year were: C. C. Bohn, J. C. Hatzel, W. Creighton Peet and George Weiderman. The presentation was made by Earl E. Whitehorne, contributing editor of *Electrical Merchandising.*

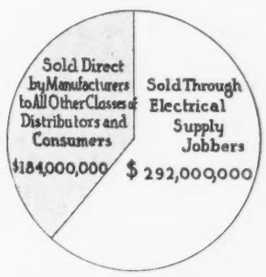
From the Manufacturer to the Consumer

Graph from the report of the Trade Policy Committee, A.E.I., presented at Cedar Point meeting, August 24-27, 1926

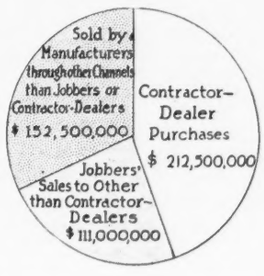
Total output of electrical products (manufacturers' values)



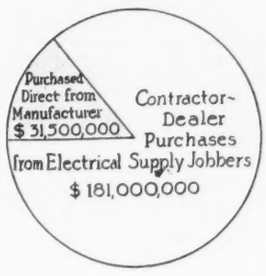
Major classifications of electrical products distribution


Sold Direct by Manufacturers to All Other Classes of Distributors and Consumers
$184,000,000
Sold Through Electrical Supply Jobbers
$ 292,000,000

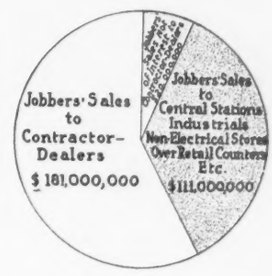
How the manufacturer sells the products, valued at $476,000,000


Sold by Manufacturers through other Channels than Jobbers or Contractor-Dealers
$ 152,500,000
Contractor-Dealer Purchases
$ 212,500,000
Jobbers' Sales to Other than Contractor-Dealers
$ 111,000,000

How the products valued at $476,000,000 reach the consumer



How the contractor-dealer purchases his $212,500,000 of materials and supplies


Jobbers' Sales to Contractor-Dealers
$ 181,000,000
Jobbers' Sales to Central Stations Industrials Non-Electrical Stores Over Retail Counters Etc.
$111,000,000

The place of the contractor-dealer in the electrical supply jobbers' business

Campaigning the Socket Power Unit

$64,000 net sales at low sales cost the result of a five-weeks sales "tryout"

Based on an interview with
W. J. GEIGER
Manager, Electric Shop
Philadelphia Electric Company

HOW many merchandisers have realized that one of their jobs is to make their advertising, their stores, their merchandise, their entire business as it contacts with the public *interesting?* For to get and continue to get the public's money and support, the merchant, like the ball player, the movie star or the prima donna must get and hold the public's interest.

One tried and reliable way in which the merchant can hold public interest is in showing new merchandise while it is new, while it has some element of novelty. The electrical merchant is particularly blessed in his opportunity in showing new and interesting merchandise, since in this field there is never a very long interval between developments that offer the buyer either some marvel of applied science or at the least merchandise that provides a lightening of labor or an increase of convenience.

The rewards that come from accepting and pushing the sale of new types of electrical appliances of merit is demonstrated by the experience of the Philadelphia Electric Company early last spring with the socket power supply unit for operating radio receiving sets.

This device, which is so logically an electrical appliance, has a large market which has developed over the past few years among the army of radio users. A reliable unit which will supply power from the lamp socket with little attention and no trouble to the set owner, ought easily to be recognized as high in potential sales.

This seemed right and reasonable to the Philadelphia Electric Company when, early this year, the power supply unit was brought to its attention as a device suitable for selling by one of its characteristic campaigns. It is not the practice of this company to stock merchandise unless it can see a practical certainty of quantity sales. On this power supply unit it took what was then a device untried under a retail campaign operation.

As a test of the market one 80-in. newspaper ad was run. The public response to this was so large and immediate that the problem speedily became not one of selling, but of handling the installation and demonstration problems.

This campaign is very much worth reporting because the company's experience offers valuable suggestions for the organization of the installation department which should be organized before the merchandising effort begins. Even when interest has been created the sale is lost unless there is an organization ready to follow up, install, and demonstrate the device while the customers interest is fresh.

The 80-in. newspaper ad, which was the beginning of the sales activity is reproduced here. This ad, offering a free installation and easy terms, was run three times and the results were an indication of the public interest in the device. There were 450 coupons mailed in, 390 people called up on the 'phone to inquire about the power supply unit and 600 people came into the store. The campaign ran five weeks, from February 10 to March 18, and this period, be it noted, was the tail end of the radio season. Net sales with reverts deducted were 1,575 units, amounting to approximately $64,000. Reverts amount to date to only 7½ per cent. This, as will be plain to anyone familiar with large scale campaign operations, is a very low percentage. And, due to the construction and finish of the device there is practically 100 per cent recovery on these reverts. A new charge of acid and the merchandise can be sold again as new.

TAKING a comparatively new radio device —the socket power unit— the Philadelphia Electric Company applied the same campaign methods which have made records on washers and cleaners and sold 1,575 units in five weeks at a low selling cost and with few reverts.

With this flood of inquiries, store sales were naturally high. About 60 per cent of the total sales were made in the store. The sale, of course, was subject to a satisfactory home installation. The outside organization was built up as rapidly as possible, and which included many men from the Philadelphia Electric Company's regular and large staff of outside salesmen, had to do very little canvassing as it had this large number of first-class leads to follow.

A very interesting example of the public's interest was the number of

telephone inquiries. For a time, on the company's switchboard there were four operators to whom all these telephone inquiries were switched. They answered, "This is Miss Philco," and gave a sales talk into which they had been drilled. Before giving any information, however, they insisted on obtaining the prospect's name and address. They always endeavored to close an appointment for demonstration over the 'phone.

These telephone saleswomen were also used to check up the coupon inquiries. When the salesmen first began to follow these coupons up it was found that a certain number were from boys or from other classes of radio enthusiasts who had no real intention of purchasing the power supply unit. These were checked by the telephone girls who called on each mail inquiry.

The difficulty, as we have mentioned, in handling this business was in quickly getting together a sufficient number of men trained to install these power supply units. There is no complicated installation job, but the men must know the device and they must know practically all the sets in common use so that the power supply unit will be installed to get best results with the set. The unit must be installed during broadcasting periods so that the unit can be tested and demonstrated by the installer. This, of course, means chiefly night work. Sixty-five per cent of this installing work was done at night. It is interesting to note that, so well trained were these men, so fast did they work and so close together were their installations that on the average they made one hook-up every thirty minutes of working time.

The delivery problem was ingeniously worked out. The company's trucks delivered during the day the equipment, without the glass jars of acid. A printed tag was attached to the power unit which read "Do not disturb—Installer will follow during broadcasting hours." The installer carried in his car a sufficient supply of acid jars.

This eliminated any possibility of trouble due to the customer tampering with the equipment.

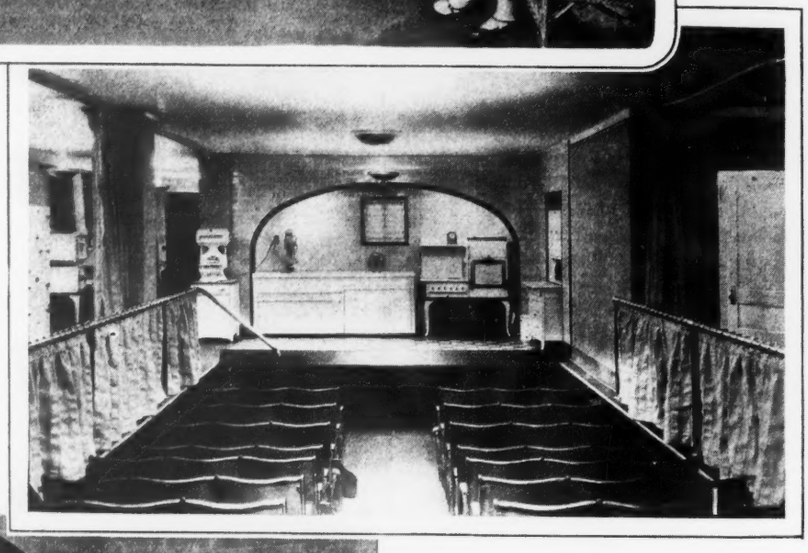
Salesmen as well as installers worked at night. The leads were best followed up when the man of the house was at home; and the sales argument was most convincing when the socket power was actually operating the family set.

Don't Delay!
Sale Closing! On This Amazing Offer!
ONLY $4.00 DOWN
FOR THE MARVELOUS
PHILCO
RADIO A AND B SOCKET POWERS
Now! Both "A" and "B" Radio Power from your House Current
Yes, you can now have Radio Power for your set as dependable, as constant as your Electric Current. And only $4 as first payment. That is all you need to pay for the marvelous PHILCO A and B Socket Power Units.
Then you can pay the balance in the easiest of easy monthly payments.
Think of it! No more recharging; no more dry battery replacements; no hum; no distortion; constant flowing radio power. A splendid offer from the Philadelphia Electric Company to its Electric Light Users.
This switch controls everything
-your A power
-your B power
-even the radio set itself
Combination "A & B" Socket Powers for Dry Cell Tube Sets
Easy as Turning on Your Electric Light
The one switch controls everything. Snap it ON and from your house current you get a strong uniform flow of both "A" and "B" power. Snap it OFF and your power is shut off. Your radio is silent.
FOR DRY CELL (3-volt) TUBE SETS you buy the Philco Socket Power Type AB shown above. Built into one handsome brown mahogany-finished case. Simple to use—SIMPLE TO CONNECT, but we connect it FREE.
See the Illustration Below
FOR STORAGE BATTERY (6-volt) TUBE SETS you buy the Types A and B in individual cases—illustrated below.
"B" Socket Power
Expert Installation FREE!
Furthermore, we have made special arrangements with the makers—the Philadelphia Storage Battery Company—to furnish expert factory installation FREE to every customer on this Offer.
This means that the very day you place your order, a brand new "A" and "B" Socket Power Unit will be delivered to your home and connected perfectly and correctly to your radio set by factory experts AT NO ADDITIONAL COST TO YOU.
It makes no difference what radio set you own, whether dry cell or storage battery set, we will give you perfect Radio Socket Power.
"A" Socket Power for Storage Battery Tube Sets.
Read What Mr. Griffin Says:—
"During the evening of November 18, 1925, I logged 53 stations, at loud speaker volume on a Radiola Super-Heterodyne Set, 1926 Model, equipped with Philco Socket Power AB. I credit this fine reception to my Philco Socket Power AB. Nothing compares with the wonderful way it puts the programs across.
J. W. Griffin
Complete Satisfaction Doubly Guaranteed
Double guarantee! That is exactly what we mean. Each and every Socket Power Unit sold under this Special Offer is guaranteed to give you complete satisfaction.
This guarantee is made to you not only by The Philadelphia Electric Company, but also by the manufacturer—The Philadelphia Storage Battery Company.
Don't Delay! This Offer Is Limited!
This exceptional offer holds good for a short time only. It is made possible by special arrangements with the manufacturers, and it is limited strictly to our Electric Light Users.
So do not delay! Get your request in to us just as early as possible. We expect to be swamped with installations.
For Storage Battery (6-volt) tubes buy Socket Power "A" and "B" in separate cases. Socket Power "A" permanently connects to a light socket, and without any thought about recharging, automatically supplies "A" battery current.
Socket Power "B" eliminates "B" batteries and does away with all bother of replacing worn-out dry cells. Can be used on any set.
"A and B" Socket Powers for Storage Battery Sets
Mail This Coupon or Phone Walnut 4700
We have nine branch stores throughout the city in addition to our Main Showroom at Tenth and Chestnut Streets. In each of these showrooms the PHILCO Radio A and B Socket Powers are on display. See them.
If you prefer sign your name and address to this Coupon, mail it in to us, and we will send you the full particulars. No obligation whatsoever. In any event either telephone or call personally or mail the Coupon right away.
Special Offer Coupon
The Philadelphia Electric Co., Tenth and Chestnut Streets, Philadelphia
Gentlemen:
Please send me the full details of your Special Easy Payment Offer on the famous PHILCO Radio A and B Socket Powers. It is understood that this request does not place me under the slightest obligation.
Name .....
Address .....
The Philadelphia Electric Company
10th and Chestnut Streets
Each and Every Electrical Appliance Sold In Our Electric Shops Is Guaranteed By Us to Give You Complete and Lasting Satisfaction

Ad Which Produced 840 Inquiries and Brought In 600 People

FOR CAMPAIGNS, the Philadelphia Electric Company employs in both newspaper advertising and direct mail broadsides, a style which is a continual urging to *action*. This 80-inch newspaper ad is a typical example. From the head which shouts "Don't Delay" at the reader and adds that only $4 is required, we get after a brief description of the appliance the alluring offer of an "expert installation free" and at the bottom the curt command to "Mail This Coupon, or phone." There is no pink-fingered refinement about this advertising and that is perhaps why the results are so great. For this ad, three times inserted, produced 450 coupon inquiries, 390 phone inquiries, and brought 600 people into the store.

"Not-for-Sale" Show Room Draws Crowds



"ARE you interested in the new electric appliances? Have you seen the model kitchen?" asks the clerk in the offices of the Bureau of Power and Light, Los Angeles, Cal. "Perhaps you would like to step downstairs for a moment to our exhibit rooms." The customer, interested, further learns that nothing is on sale in the exhibit, but that a very complete line of electric appliances of all makes

is displayed through the courtesy of the manufacturers and that here she will have an opportunity to see what is on the market and how it operates.

The Bureau of Power and Light has turned its basement space over to this permanent exposition in the interest of local electrical merchandising, feeling sure that, in most cases, with women and electric appliances, "to see is to desire."

In addition to a generous show-room space with shelves, counters and cases, which is provided also with wicker chairs and palms for a rest corner, a small auditorium with comfortable seats for seventy people is included. The stage of this is the model kitchen. It is connected on one side with the main floor of the exhibit and in front opens upon the auditorium, serving for a display room and also as a stage.

Continuous Demonstrations

Great interest has been shown in the special demonstrations which are in almost continuous operation here and there is also a constant stream of visitors who just "come to look things over" and to see what is new. The woman who is thinking of making a purchase finds this a convenient place in which to see the variety of makes available and to make comparisons. She can then go out to make her purchase confident of what she wants.

Attendants are on hand to explain and to demonstrate all equipment.

85 Outlets at $2.78 Each

A LARGE furniture store in Chicago built a seven-room brick house on its main floor. It requested the local Electrical Contractors' Association to submit an ideal wiring plan for this model home.

This article explains how the specifications that were submitted—and which represent the best thought of some of Chicago's leading contractors—not only assured adequacy of properly placed outlets but also permitted a considerable reduction in time and material costs.

A FEW months ago Alexander H. Revell and Company, one of Chicago's leading furniture houses, erected on its spacious main floor, a full-size, seven-room brick house. Naturally, this model home was built for business-getting purposes—as a permanent show place. Completeness of detail and the very latest in convenient features and interior appointments were absolutely essential in order to justify this heavy investment. That is why this firm had the Chicago Federation of Women's Organizations approve the room arrangement and that is why it called upon the Electrical Contractors' Association to submit a plan for wiring this house that should embody the very latest and best practices in the matter of adequate and properly placed outlets.

J. Walter Collins (everybody knows "J. Walter," secretary of the Chicago association) was chosen to assemble and to crystallize the suggestions of the contractor members. We have reason to think that Walter had a considerable finger in the pie also.

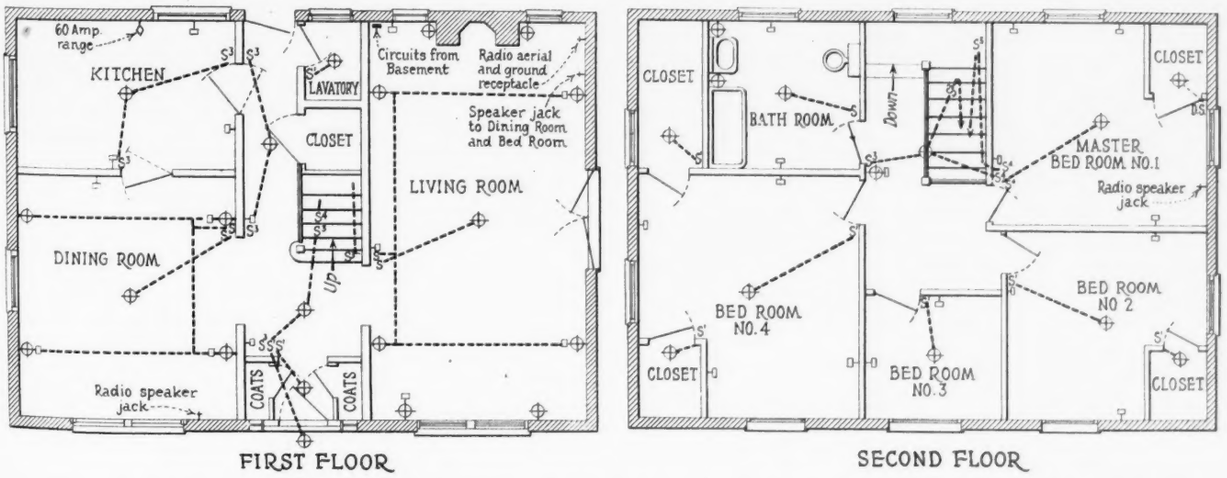
"Here was a wonderful opportunity not only to lay out a wiring plan for a seven-room house that would be adequate and convenient, but to go further and, by careful placement of each outlet, furnish an actual illustration for the boys to inspect; showing how to cut corners and save costs without, in any way, cheapening quality," he stated. How well Collins and his associates succeeded is indicated by the fact that the job was actually completed, eighty-five outlets all in conduit; at a labor and material cost of but $2.78 per outlet. Less than 20 per cent of these were ceiling outlets. This figure includes eight three-way and two four-way switches. Furthermore, only 630 ft. of conduit was used. This is but 7½ ft. per outlet.

"By referring to the plan," says Collins, "you will find upward of twenty-five outlets in the same lines of conduit that it would be necessary to run even if a cut-the-cost job was being put in."

Boxes Back-to-Back

Locating baseboard convenience outlets "back-to-back" is a vital factor in cost-cutting, according to "J. W." Planning one convenience outlet for every twelve feet of linear wall space helps make this possible because, with the customary seven feet of flexible cord on each appliance or decorative lamp, it is always possible to reach an outlet even though some of them are shifted a few feet to permit the use of this economical placement plan. In other words, more outlets and less piping, makes both for economy and for customer satisfaction. In the Revell house there are six groups of square, 4-in. outlet boxes placed back-to-back

What the Chicago Contractors Suggested for the Model Home



There are eighty-five usable outlets in this seven-room cottage. All of them are properly placed from the user's viewpoint. They are also "economically" located for the avoidance of long runs. Six pairs of baseboard convenience outlets are connected "back-to-back." Note that the upper and lower hall lights are controlled by two four-way switches on the master's bed room in addition to three-way switches in the halls.

and connected with "Chase" nipples. "Place your outlet boxes back-to-back," is Collins' advice to contractors, "and you will be able to meet your jobber face-to-face."

At least ten convenience outlets are located within two or three feet from a wall fixture or a switch. In the upper hall, there are three outlets in five feet of conduit. All living room receptacles are in bracket runs.

Four-Way Switches in Masters' Bedroom

The two four-way switches in the master's bed room control both upper and lower hall lights. These lights may, therefore, be turned on or off from within the bed room as well as by the three-way switches in the halls. This affords practically the same convenience at about one-tenth the cost, as a master switch. It is decidedly more economical.

Utility and Economy Do Not Conflict

"This job proves that a house can be just as properly wired by the 'economical placement' method of locating outlets as it can by the hit-and-miss plan," says Walter Collins. "In fact," he continues, "dollar for dollar, we have given Revell and Company more outlets for its money than would have been the case had we followed the original wiring plans drawn up by the architect. Three contractors figured on the first specifications, which called for seventy-four outlets. The best they could do—the way the outlets were placed—was $3.34 per outlet.

"This experience shows that the architect should consult the electrical contractor, or, better still, permit the latter party to draw up the wiring plans. It stands to reason that the contractor, with his intimate knowledge of his own profession could plan a better wiring job—more and better placed outlets—than the man who needs must be jack-of-all-trades.

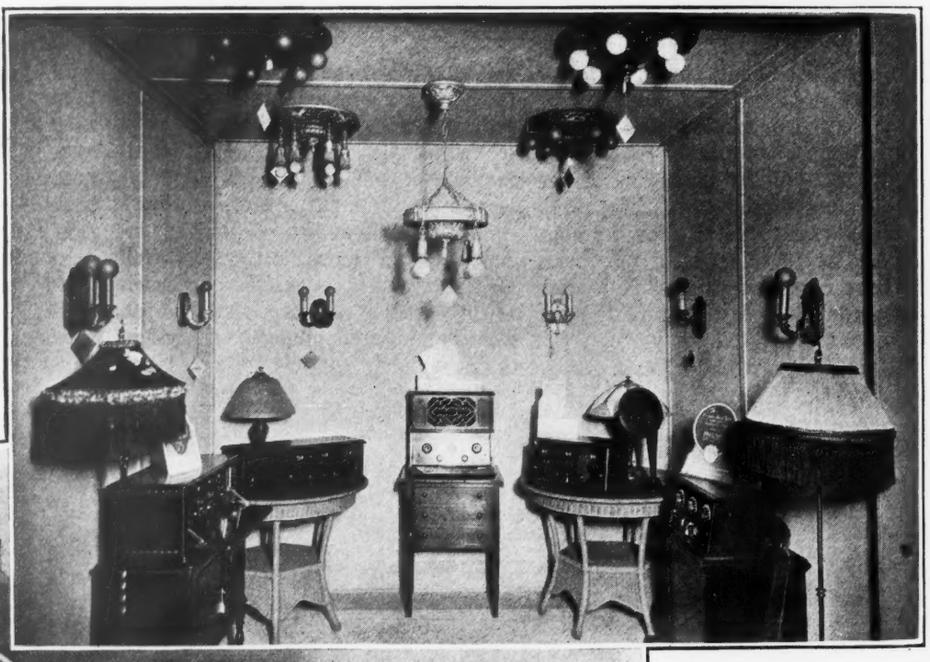
Can Lay Out a Better Job

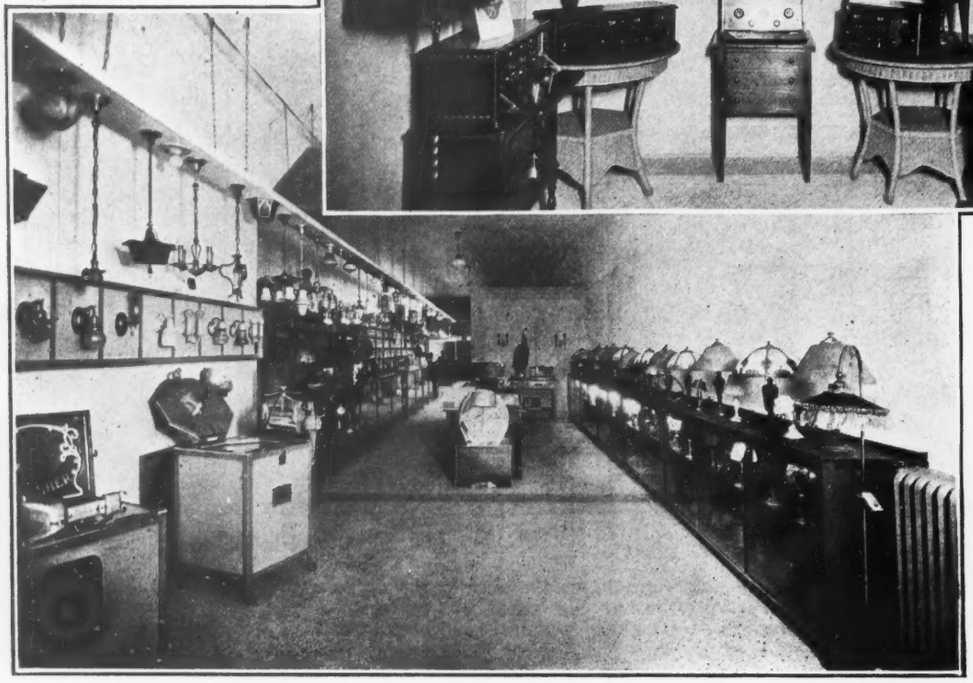
"I have issued a standing challenge to my architectural friends in Chicago," Collins continued in his characteristic manner, "that for the same cost, any member of my association could lay out a wiring job and add ten per cent more usable outlets than could a builder, architect or the house-owner."

Avoiding That "Inverted Forest of Fixtures" Effect

We grant that space limitations sometimes necessitate the close grouping of ceiling fixtures at the front end of the store and in such a manner that eye and neck strain are unavoidable.

Here is a dealer, Hugo H. Herbert, owner of the Michigan City Electric Company, Michigan City, Ind., who steers clear of this habit in two ways. In the first place, he has but one string of fixtures in the store proper.





Secondly, three 10x10 open-end booths at the further end of his store provide ample ceiling accommodations for the uncrowded showing of Mr. Herbert's better fixtures.

Herbert groups his fixtures and radio sets in these three semi-private sales rooms according to their price range. He has placed the more expensive in the alcove nearest the front door.

Utah Makes It a Habit

The Utah Power and Light Company devotes a month to increasing the number of washing machines in its territory from 16,927 to 18,192

WHEN the amateur archer hits the bull's-eye the first time, the spectators suspend judgment—it may be an accident. But when he sends arrow after arrow to the center of the target and splits his first shaft with the last, there is no question about his marksmanship.

The Utah Power and Light Company seems to have obtained the secret of hitting the bull's-eye regularly in its annual washing machine campaign. The first intensive sale of washing machines held in 1920 set a mark which it was felt could never be duplicated in the same territory. The market was fresh and the campaign methods new, with all the interest of novelty. Since that time, nearly seventeen thousand washing machines have been sold in the district by the Utah Power and Light Company alone, not to mention the thousands which have passed through other channels—and yet, the campaign recently closed exceeded its quota in every district and reached a total figure of 1,265. This is very nearly the level of the 1920 mark.

Some Novel Details in Campaign

Many of the methods which had proved successful in former campaigns were used this year. The slogan "A Copper Washer for a Silver Dollar" which has become familiar to every inhabitant of Utah was used again, and served to tie in the event with the idea of good value and an opportunity not to be missed which was the basis of earlier successes. Window displays, banners on cars and automobiles, caps for small boys, newspaper advertising of advantageous terms, and other similar devices were again in evidence.

Although the form on which the campaign was conducted followed the outline of former years, the details were of course novel. Window displays offered opportunity for original effects. Idaho Falls used a window with success which consisted of a life preserver at one side and a clock at the other, with the washing machine in the center. "Life Saver, Time Saver, Wife Saver," was the theme of the window. Another division attached an actual washing machine to a panel which was framed and hung over the front door. A Rocky Mountain goat, wearing a washing campaign cap such as were given out to the small boys was featured in the Evanston display.

One of the stunts which brought effective publicity in Salt Lake City was the washing and ironing of 500 handkerchiefs which had congregated in the Lost and Found Department of Pantages Theater. These were later distributed to the poor of the city.

No division fell below its quota, and some reached a figure two and three times as large as that set. One district reports as an interesting fact that the majority of machines were sold not to new customers on the company's lines but in old territory which had been worked over during all the previous campaigns. This argues well for an indefinite continuance of this record in future years.

The results of the 1925 sales efforts show to advantage when the figures are tabulated:

	This year	Last year	Bogie	Per Cent Bogie
Bingham ..	70	45	35	202
Evanston ..	25	31	25	100
Idaho Falls .	125	105	55	227
Logan	138	120	110	128
Ogden	210	198	185	114
Park City ..	49	67	35	140
Provo	172	151	110	155
Salt Lake ..	432	377	410	105
W. Colorado.	47	54	35	134
Total ...	1,268	1,148	1,000	126

The Same Slogan Every Year

For the fifth successive year the Utah Power and Light Company put on a washing machine campaign with tremendous success. Far from being saturated, the territory this year absorbed more washers than in any year since the first.

Back-to-School Days Create Electrical
Selling Opportunities

ONCE again schools and colleges are beckoning the rising generation, and anxious mothers are frantically outfitting their young sons and daughters for the coming college year. And this is no easy task, as the weary mother will tell you. She has a list of a hundred items that must be included in the young collegian's outfit.

Many of the accessories that must be bought for use away from home, to make living quarters at school as comfortable and as cheery as possible are electrical. Some of the students buy their own equipment in the college or in nearby towns, while in other cases the needed appliances are gifts from parents and relatives. Sales of such equipment are therefore spread over all communities, for each town boasts a few collegians no matter what its size.

The young student, away from home, needs these appliances: First, the study lamp, which must be carefully selected, for eye-strain is not to be invited. There are many types of desk light available—some decorative and some purely utilitarian. Nor need the prospect of lamp sales for the student's room be confined only to the fair co-ed, for her virile classmate is equally in need of a study lamp. There are many strikingly-masculine lamps that the young man will like. For instance, one is a combination study lamp and smoking set. This lamp has incorporated in its stand an ash receiver, pipe container and match box.

Lamps and Appliances Needed

Besides the study lamp, the student who takes pride in his or her room would appreciate an attractive table or bridge lamp. Bed lights, of course, will certainly be wanted, for there isn't one student who doesn't enjoy with pagan pleasure reading in bed. For the girl's room, there are lights of georgette and lace, silk, chintz or parchment and for the young man parchment, chintz or glass. Another item that can also be played up is the separate shade for the room's general lighting equipment. Shades provided do not always fulfill the student's decorative requirements. There is also the small clamp lamp which can be used anywhere.

Many of the young women students like to get breakfast in their own rooms and of course, late-evening rarebits and fudge parties are part of college life. With an electrical table appliance or two, the preparation of breakfast or party dishes is an easy matter. A table stove, percolator, electric kettle for making tea and a toaster will well take care of tea-time and evening party requirements. For breakfast, the small two or four-cup percolator, table stove that will toast bread, broil chops and fry the eggs is all the equipment really needed although an extra appliance is just another comfort. An immersion heater is both a cooking and personal use appliance—for with it, one can boil an egg for breakfast; and for other uses, a small quantity of hot water can be quickly heated. Not every girl away at school is fortunate enough to live at the college and appliances are indispensable when a furnished room must provide all home comforts.

Almost every girl needs an electric curling iron, perhaps a hair dryer, surely a heating pad, a boudoir iron, an electric heater for chilly mornings and evenings. A violet ray and vibrator are also likely to be wanted by many students.

Many of these electrical appliances are bought by the students for their own use. In the college town, therefore, the merchant must direct his sales appeal to the students themselves, pointing out in an interesting and emphatic manner two outstanding features of the appliances he sells: What it will do and what it costs. An appeal to personal vanity is always effective, as in the case of the curling iron and the irresistible marcel.

Here is a class of business that means opportunity during September, at Christmas and in early January, when Christmas money is often spent for something long-coveted. Another opportunity: Some of the young graduates marry even on commencement day or shortly after, and wedding gifts from school friends are in order. Many of the young women co-eds become engaged while yet in college and lamps and appliances make good shower gifts. The electrical merchant in the college town who can win the interest of the students is in line for a great many sales.

Advertising Copy that Catches 'Em

THE Commonwealth Edison Electric Shops, Chicago, may go to the head of the class for a well-nigh perfect recitation telling how the life of the college student is bounded on all sides by electrical merchandise.

Excellent composition work, indeed, upon the theme of "Electrical Things You'll Need at School!"

Some Excerpts

"Grills for Good Times—Complete table stoves, for spreads or light cooking if one is going through college on a budget."

"Hotplate disc stoves—for fudge or a cup of cocoa, or to heat a little water."

"Mother will feel safer about her daughter's health and comfort if school equipment includes an electric heater and an electric pad."

"A small pressing iron, 'suit-case size,' is a welcome gift to the young school-goer. Skirts get so crushed sitting in classrooms."

"With a good electric curling iron, much beauty-shop money can be saved."

"Electric irons with hair-drying combs, for the quick shampoo."

For a Girl's Room—(Floor lamp)."

"Wisdom and Beauty—A little dresser lamp in the spirit of education has a china base with a wise old owl for decoration."

"Eye-Comfort Study Lamp—The green shade sheds (?)

"For a Man's Room—No frills! Plain sturdy reading lamp that will stand knocking around."

School clothes to make?
The best help for Mother is a good electric sewing machine — nicer work and not tiresome. Western Electric and Free-Westinghouse sewing machines, in console and desk models, at. .
$5 down
Balance monthly with your light bills.
COMMONWEALTH EDISON
ELECTRIC SHOPS
72 West Adams Street

The Commonwealth Edison Electric Shops, Chicago, sets aside small space to "spotlight" the electric sewing machine which will come in so handy for the children's clothes.

"Reading and 'Riting and 'Rithmetic"
School days, school days; Dear old Golden Rule Days,—
Can your child study at home and prepare his lessons for the next school day
eye-strain
OPS
The OHIO PUBLIC SERVICE COMPANY
Electric Service is available for your use every minute of every hour—365 days a year.
6TH & BROADWAY

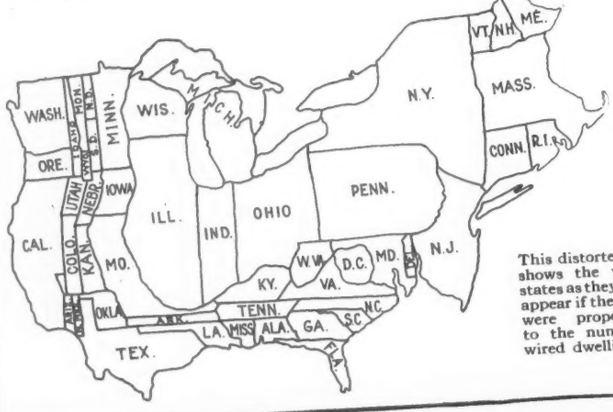
Electrical merchants can take up the refrain of the old song that is running through the minds of parents as August wanes and school days approach.

Dresser Lamp
Complete
$6
For a Girl Going Away to School
His Wisdom, the Owl, gives an academic air to this little china lamp, but the georgette and silk shade is as dainty and "homey" as any girl could wish. Adjustable desk, study and floor reading lamps are also welcome gifts. Reasonably priced.
COMMONWEALTH EDISON
ELECTRIC SHOPS

Sprightly copy is used in small space to feature lamps "For a Girl Going Away to School" by the Commonwealth Edison Electric Shops of Chicago.

Wired homes by states and the job

How the States Rank As Appliance Markets



This distorted map shows the various states as they would appear if their areas were proportional to the number of wired dwellings.

the jobbers and retailers serving them

Total Figures and Key to Abbreviations

WH—Total wired homes January 1, 1926,	14,532,930
J—Electrical supply jobbers,	642
F—Retailers selling electrical lighting fixtures, (Exclusive of central stations)	13,705
D—Retailers selling electrical appliances and supplies, (Exclusive of central stations)	25,527
Includes—Electrical contractor-dealers, specialty dealers, department, hardware and furniture stores.	
C—Central station, main and branch stores, selling electrical merchandise,	5,405

Prepared by Merchandising Department, "Electrical Merchandising," from McGraw-Hill verified lists

More Sales per Week per Salesman

A successful district manager of a large appliance company gives this method for instilling confidence in the salesman

THE chief weakness with most appliance salesmen just starting in the game, and who have the right stuff in them, is that they lack confidence. This is due to two reasons: lack of knowledge concerning the product's talking points, and fear of the prospect. This latter condition, is, of course, really due to the first cause as well as to the need of experience. There is but one way to overcome these serious handicaps to a man's progress and that is to go right out with him and demonstrate how a sale should be put over. I have one particular case at this time in mind. This young man was afraid to tackle the "cold turkey" canvass. He hadn't had much luck at it, and was pretty well discouraged. We went out one morning, therefore, and I purposely tackled the first prosperous-looking home we came to. Because many a sale is made or lost during the opening conversation, I gave this preliminary talk just about as it occurred:

"Good morning, this is Mrs. Ainsworth, is it not?" (Taking the name from the card on the door.)

"Yes."

"Mrs. Ainsworth, we represent the Blank Electric Company. (Using the name of the *local* concern representing our product.) Your name is on our list as a housewife of standing in this community. We are calling on you, therefore, to show you a series of scientific tests for cleaning floor coverings."

"Just what do you mean?" she replied.

"We mean, Mrs. Ainsworth, that we would like to clean one of your floor coverings, without obligation of course, in order to acquaint you with this machine which we have with us" (which has previously been placed to one side of the door out of sight). "We would like very much to obtain your frank opinion of it."

We were then invited to "step in."

Now the manner in which I set about to impress my young salesman friend that sales can be made quite easily, was like this. I purposely invited all the objections, all the criticisms, that I could. I wanted to convince my companion that it is only through inviting and overcoming objections that sales are made. I told him afterwards that every prospect naturally proceeds to garner in her own mind as many objections as she can possibly think of, and just as long as an objection remains in her mind, just that long will the sale remain incompleted. So I first emptied the mind of this particular housewife of all of her real and imaginary objections.

As luck would have it, I sold that woman a cleaner and thus made a profound impression on my companion.

Sold the Salesman a Cleaner

Another suggestion. I always make it a point to meet the wife of every salesman, if possible. I like to have this meeting come about by chance or at least quite naturally. In this particular instance, I soon discovered that their home was not equipped with a cleaner. Upon my expression of surprise the reason advanced was that "they could not afford to buy one."

"How many cleaners would you have to sell in order to pay for one for your own wife to use?" I asked this new salesman.

We figured it out that two cleaners would almost cover the cost of one for his own home. Then I set to work to convince him of the idea that it would be no effort at all to add two extra cleaners to his regular run of sales. I pointed out to him that he owed it to his own wife to earn a cleaner for her and that he could hardly expect to make a successful salesman if his own home was not so equipped. They heartily agreed with me and as a matter of fact, it worked out exactly as I had predicted. The very next week this salesman turned in two sales over and above his average run.

The Trade-In Problem

A few days later this man came to me with another worried expression on his face. This time it was the matter of competition and of the allowance on "trade-ins."

"I cannot perform any miracles for you in this connection," I replied. "You will have to stand on your own feet. What if you were a merchant in business for yourself? Would you not have the very same problems of competition, price-cutting, etc.?"

He admitted that he would.

"How then, would you handle the matter if you had a store of your own? Would you lay down on the job and go out of business, or would you take the thing philosophically and decide that if you could not get your price, to cover overhead and to give you a fair market, you would simply forget that particular transaction and go after the next one on the theory that the law of averages would give you your share of business and that the sales you did get would be obtained at a worth-while profit?"

He nodded his head in affirmation.

"Very well," I said, "you are in business for yourself just as much as the man who owns the store and you will have to meet these problems in the same manner. If you lose a sale, don't let it disturb you. Consider that competition has probably taken it at a loss and that you are better off than you would have been had you met the terms and obtained the order. But do not overlook the fact that every time you lose a sale you must work the harder to get the next one."

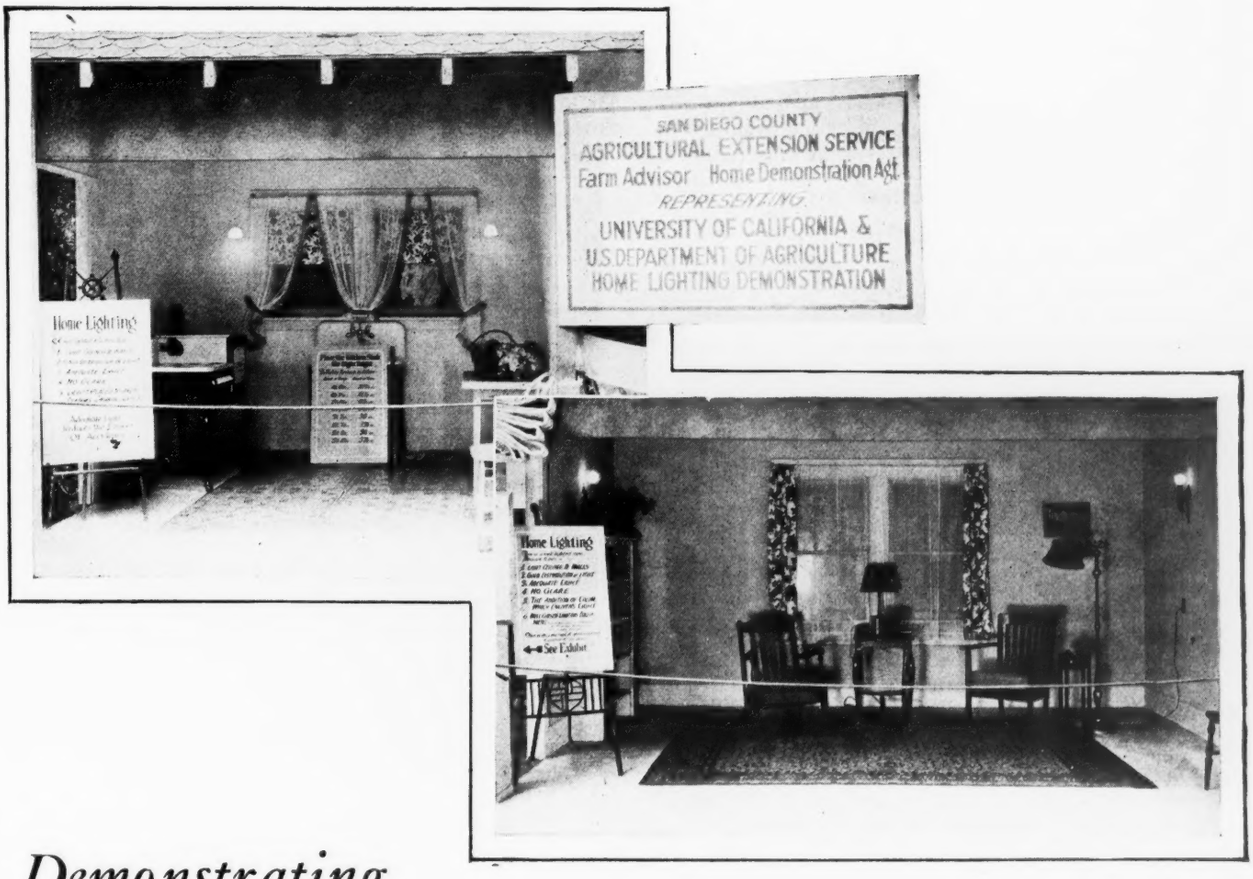
This young man is now one of our best salesman in that particular district.

To instill confidence in one of his promising salesmen, this district manager—

1. Made a sales demonstration for him;

2. Sold him his own product;

3. Taught him to meet his sales problems as tho he were a merchant in his own business.



Demonstrating

Better Lighting on the Farm

San Diego Electric Club joins with University of California in staging farm lighting exhibit at county fair

IT HAS been demonstrated that one of the most effective means of reaching the farmer is at his county fair. These events are usually extremely well attended, practically all of the farmers within reasonable distance driving in at some time during the week to see the exhibits. It is thus possible to reach a concentrated audience with a minimum of difficulty at a reasonable expense.

The rural paper carries the written word into the farm home, but the actual visualization of the article or commodity for sale can hardly be made individually because of the distances between homes. Window displays and exhibits in central communities reach a certain number, but no method is so effective as the booth at the county fair.

Realizing that the farm home is the poorest lighted dwelling house, on an average, of any home in the country today, and therefore the best wiring prospect, the electrical dealers of San Diego, through the medium of the San Diego Electric Club, and the Agricultural Extension Service of the University of California united in an exhibit of good lighting at the last San Diego County Farm Bureau Fair held at Balboa Park, San Diego.

As a result of the co-operation of the dealers who loaned equipment, farm lighting was given more space than any other exhibit and attracted more attention.

Three full-sized rooms were built in an open shed-like construction and were wired and lighted to show the various lessons of good home illumination. The public did not pass through these rooms, but viewed them from the front. The first was the kitchen of the home, complete with table, electric range and sink. This was lighted with a central kitchen unit and two wall brackets. A sign at the side called attention to the fact that the well-lighted kitchen has a light ceiling and walls, a good distribution of light, adequate light, no glare, and lights placed to avoid shadows on working surfaces. It was pointed out that an adequate illumination reduces the danger of kitchen accidents.

The other two main rooms shown were contrasting examples of the living room (a) as it is commonly found in the farm home, and (b)

as the same room would appear if properly papered and lighted. Each of these rooms was identical in size and shape, 14 by 14, and each used 240 watts of illumination, but the effect was markedly different.

An Example of Poor Illumination

The "horrible example" was finished in brown and was lighted with an old-fashioned central chandelier having four crystal globes with a 60-watt lamp in each. The glare from these was extremely objectionable, although no worse than occurs in many of the so-called "well-lighted" farm homes today. In addition, the walls absorbed the light to such a degree that the light available was inadequate for comfortable reading. A sign called attention to the requirements of good lighting and asked the question "Is this a well-lighted room?"

The next room, obviously the same in dimensions, with the window in the same place and furniture no different in type, was finished in tints of light buff and cream. The lighting equipment consisted of a ceiling unit composed of a 100-watt lamp in an enclosing globe with an attractive etched finish, two side brackets with ivory tinted lamps, a portable table lamp and a bridge lamp. The room was softly and pleasingly illuminated, there was no glare and adequate light was at hand for reading purposes at the points where it was likely to be used. The flexibility of this arrangement in comparison to that of the other room was apparent to all. In addition to listing the items of contrast with the other living room, the sign at the side pointed out the characteristics which make up good lighting equipment as (1) Good lighting efficiency, (2) Pleasing appearance, (3) Simple design.

Four Principles of Good Lighting

In order further to bring out the contrast between the two rooms, they were arranged on a motor flasher which switched them on alternately at 5-second intervals. Women members of the home department of the County Farm Bureau were on hand to answer questions and to point out the features of interest. Both attendants and placards emphasized the four simple points which, if followed, would result in satisfactory farm home lighting: (1) Enough light. (2) No glare. (3) Good distribution. (4) Pleasing appearance.

In connection with the well-lighted sitting room, the point was emphasized that this was but one style of satisfactory lighting and the attention of the spectators was called to the further exhibits. These were in the form of booths with numerous compartments each showing examples of various types of lighting.

A Comparison in Light Absorptions

The first of these was devoted to the subject of color reflection. For this five miniature rooms were arranged in a row, each with walls and ceilings of a different color combination. A 25-watt frosted lamp was used as illumination in each. It did not need the placard which showed the percentage of light absorption and reflection of each to prove to the onlooker that the room with light walls was the better illuminated.

A comparison of different types of lighting units was offered in a booth with seven compartments. These were lined uniformly in gray and were 2½ ft. wide by 2 ft. deep with a ceiling 7 ft. from the floor The lighting units displayed here each was matched by a placard which analyzed graphically the conditions of illumination as offered. These units were made so as to be readily removable and from time to time were replaced by others so that a wide variety of the type of fixture in common use was analyzed.

In a similar way the types of lamps were shown in another booth, together with the class of lighting unit in which that kind of lamp could be used to best advantage. In addition, a series of charts and diagrams was prepared which showed the effect on the eyes of different types of reading lamps and which of them were conducive to eyestrain.

Lighting Had Most Space

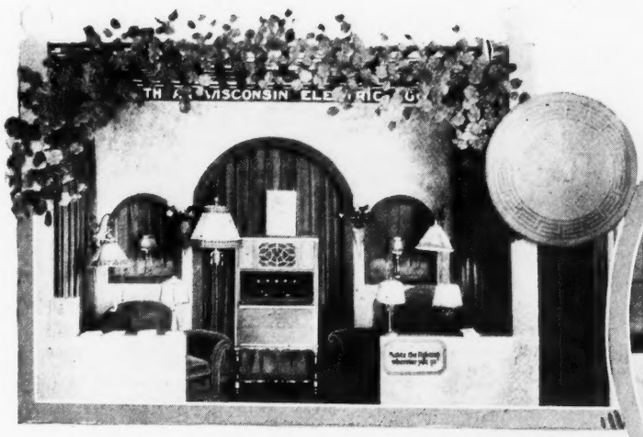
Over 1,000 sq.ft. of space was devoted to the subject of farm lighting at the fair, the largest area given over to any one subject and it is figured that most of the 30,000 people who attended the fair left with an intelligent understanding of the importance and the possibilities of illumination.

Those who co-operated with the Agricultural Extension Service of the University of California in making this exhibit possible were the Southern Electrical Company, Coast Electric Company, San Diego Gas and Electric Company, and Fred Heilbron.

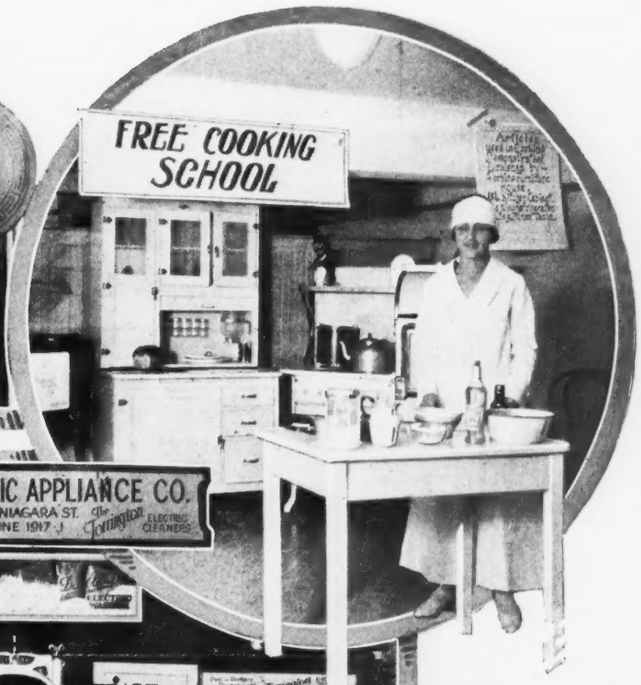
Putting the Home Electric on Parade

At the recent celebration of the Salem, Mass., Tercentenary, the Salem Electric Lighting Company participated with a parade float showing a completely equipped electrical kitchen. It attracted much attention and received a prize in the form of a bronze medal.

Exhibits That Sell Appliances



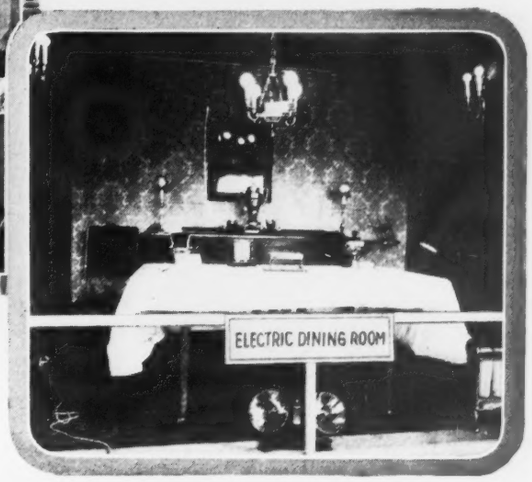
Above: Interesting decoration attracts attention to the display of the Southern Wisconsin Electric Company.



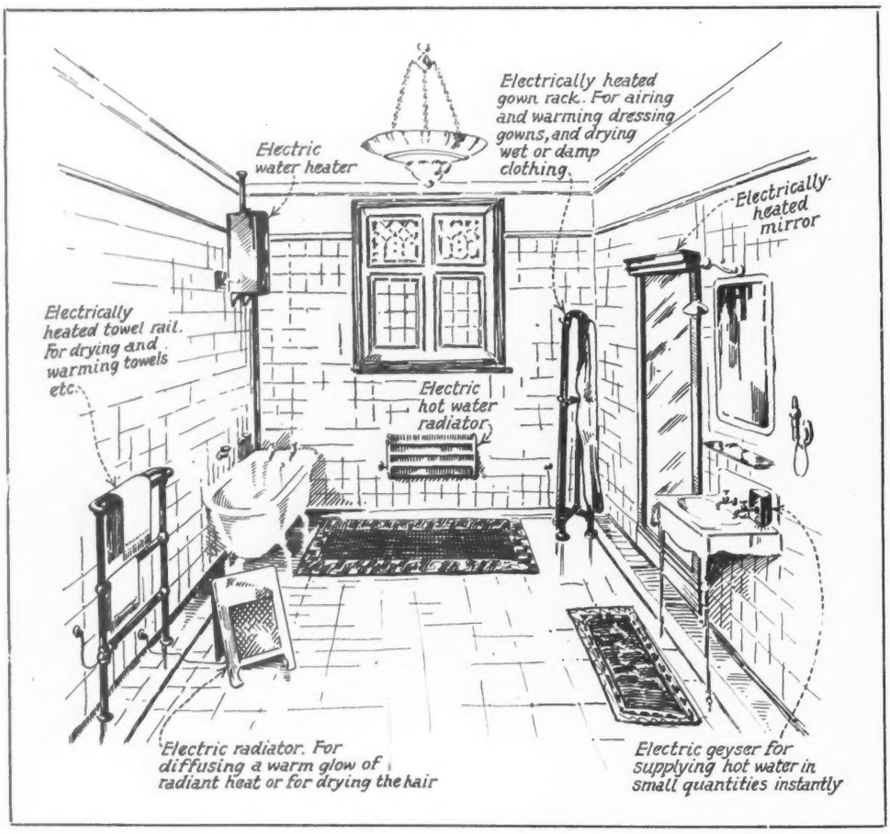
Above: This cooking-school booth at Klamath Falls, Oregon, did much to arouse interest in the latest electrical cooking devices.

An excellent publicity feature was the booth of the Niagara Domestic Appliance Company, in which a three-year old miss went through an entire washing operation with the aid of an electrical washing machine.

The dealer can take advantage of expositions in other lines. This room exhibited fast-color fabrics—and the electric washer played a prominent part in the display.



Right: A good exhibit can always be had by completely equipping a room. This electrical dining-room booth interested all visitors with its cheer and comfort.


Electrically heated gown rack. For airing and warming dressing gowns, and drying wet or damp clothing.
Electric water heater
Electrically heated mirror
Electrically heated towel rail. For drying and warming towels etc.
Electric hot water radiator
Electric radiator. For diffusing a warm glow of radiant heat or for drying the hair
Electric geyser for supplying hot water in small quantities instantly

Electric Heat *in the Bathroom*

IN the most ordinary home, the amount invested in equipping the bathroom with the usual standard furnishings—$700 to $1,000—would equip that same home completely with *all* electrical devices. Yet the public spends money cheerfully for better bathrooms—often two and three in a medium-sized house—and grudgingly gets along without electrical conveniences!

But since the public has thus demonstrated its willingness to spend freely on its bathroom equipment, let us show Mr. and Mrs. Householder what electricity can do to add the last touches of comfort and luxury to the bathroom as the plumber leaves it.

Electric heating of the bathroom is one convenience which is taken advantage of in very few of the thousands of homes well able to afford this comfort. There are many cool days in spring and fall when the house furnace is shut down, and 15 to 30 minutes' flash heat from a 2,000-watt or 3,000-watt heater in the bathroom would afford cozy comfort at the cost of a few cents. Even when the furnace is going, there are winter nights when supplementary heating from this electrical source would make all the difference between luxury and discomfort, good health and colds.

Electric Towel and Gown Rack

Then there are many other new pieces of electric heating equipment for the bathroom: the electrically-heated towel-rack, the electrically-heated dressing-robe rack, the electrically-heated mirror, the heated foot-stool, the heated screen, the heated floor-mat, and so on.

In these things, the English are already well ahead of American manufacturers, having produced a full line of electrically-heated conveniences of the types above listed. The illustrations herewith are taken from the catalogue of the British General Electric Company, Limited, Magnet House, Kingsway, London, a large electrical distributing organization, which has, however, no connection whatever with the American electrical manufacturer of the same name. So far as the editors of *Electrical Merchandising* have been able to learn, there are no corresponding devices now on the American market.

The electrically-heated towel rack and dressing-robe rack are heated to a low temperature—not too hot to be touched with comfort, yet warm enough to dry out towels or robe, and to give the bather a warm, dry towel or garment. At the same time, these racks help to warm the bathroom. Both of these devices are self-contained, it being only necessary to connect them by flexible cord to the nearest outlet. The hollow tubes of the racks are filled with water, which is heated by immersion heaters. The towel-rack has a 250-watt heater; the robe rack a 500-watt element. With the large radiating surface of the racks, it is impossible for the apparatus to reach a temperature that would injure towels or fabrics.

A novel line which has proven very popular in England is the electrically-heated mirror. Some 400 watts of heating element distributed behind the 7x3-ft. glass, keeps the glass at a temperature which radiates a gentle warmth over the whole person, yet is not uncomfortable to touch. Such a glass will help warm the bathroom, and at the same time will keep itself clear of mist or steam when hot water is turned on in the room. Electrically-heated mirrors are thus especially convenient for shaving. They are also being purchased for installation in dressing rooms in tailors' and dressmakers' shops.

Other applications of this "invisible heat" method are seen in the electrically-heated footstools and screens. On raw days, the comfort of enveloping one's self in a radiat-

ing screen, with an electric footstool to warm the extremities, can well be imagined. The electrically-heated mat, providing a warm spot on the floor, is another application of electric comfort for which there should be a market in America, second only to the familiar radiant heaters which have had such tremendous sale.

Flash Electric Heating of Bathrooms

Coming back to the subject of auxiliary heating of bathrooms: baths are usually taken at odd hours, both early and late, yet heating comes to the home at regular hours, which results in a certain amount of discomfort. For regardless of the amount of heat supplied to the room, the bath is usually neglected in some way; either by failure to install heating apparatus or by overlooking the necessity of an auxiliary heater for service when the furnace plant is not in operation, both in or out of the heating season.

Every home has one or more baths, each of which, it is safe to say, needs additional heating service at some time. This should be "flash" heat, and of rather heavy capacities. Instant radiant heat in units from 1,000 to 3,000 watts capacity, according to temperatures, is what is meant by "flash" heat.

Electric Heat Is Safe and Pure

Is it generally realized what an effective device we have in the radiant electrical heater for bathroom service? We think not.

What should be the requirements of a bathroom heater?

> Some opportunities we are overlooking to sell *comfort service* that the *public wants.*

First: It must be fast. The beams of a radiant electrical heater are as fast as light and are ready at the turn of the switch. Could we ask more?

Second: The heat must be pure, as bathrooms are not usually ventilated while in use. Electrical heat is as pure as the sun's rays, for it burns none of the oxygen in the air, nor does it give off obnoxious and dangerous fumes and gases.

Must Be Economical in Operation

Third: It must be economical in operation. The radiant electrical heater is economical on account of its speed, for the bathroom does not require long continued service, as do other rooms. Therefore, large "flash" heaters may be used directly on the lighting circuits for this purpose, without excessive cost to the user, and without the necessity of a power rate. The low capacities required, being around two kilowatts in most instances, result also in low installation cost.

The whole field is open; the demand is great; and when we have so successfully fulfilled electrical service to the bathroom in the home, how much easier it will be to sell other electrical appliances and besides, when this is attractively and efficiently accomplished, another auxiliary heater may be sold for use in our lady's boudoir, the breakfast room, or some neglected corner.

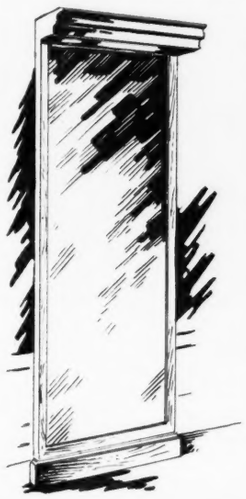
"Stop-Check" Announcing Device for Adding Machines

For use in banks and other establishments where large numbers of checks are handled and their amounts tabulated on adding machines, a unique announcing device has been developed by Morton Waddell, trust officer of the Harriman National Bank, New York City. The device works in conjunction with a statement or bookkeeping machine. It is a complete mechanism in itself and may be connected to substantially any standard type of adding machine.

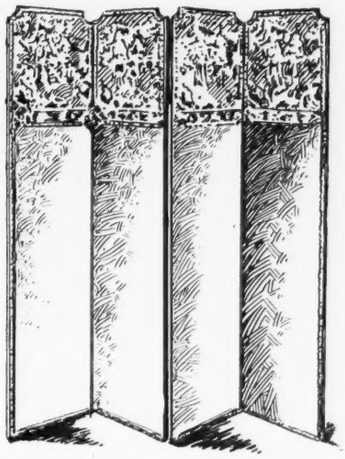
Warns Operator When Account Is in Question

The dollar amount of all stop-payments are registered in the machine and upon such amount being again struck, the machine will automatically lock, light a bulb or notify the operator by other means that the particular amount struck is in question.

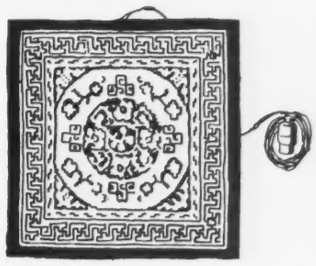
Useful Electrically-Heated Devices for the Bathroom



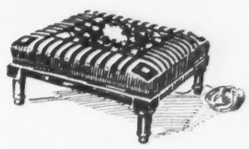
The electrically-heated mirror



Electrically-heated screens



The electrically-heated rug

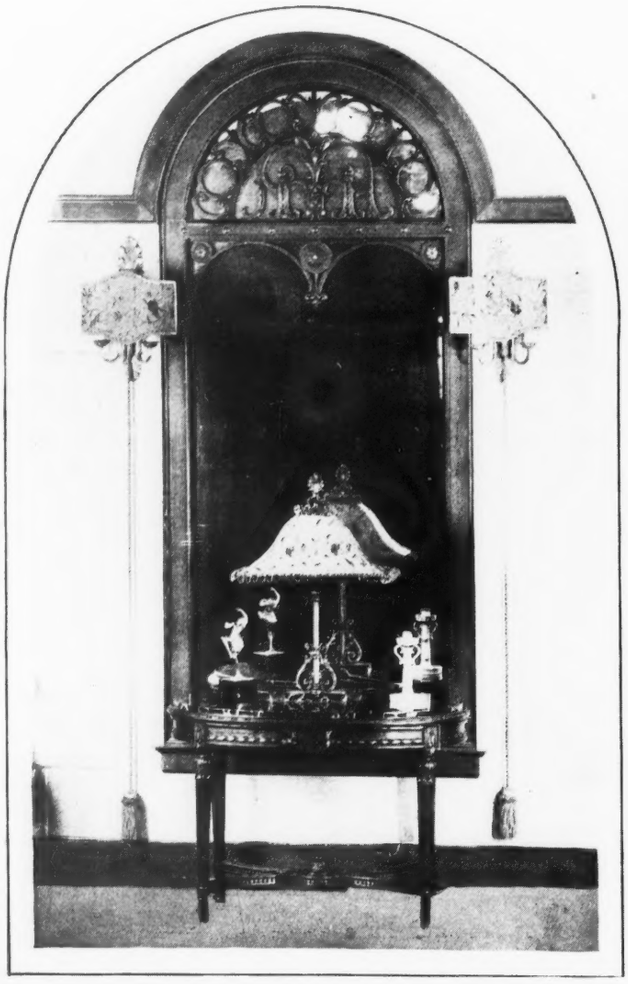


The electrically-heated foot-stool

New Fall Lamps Offer Wide S

Displays at Chicago market show lamps somewhat more elaborate but prices lower

By FLORENCE R. CLAUSS



METAL, of course, was the predominating note at the recent Chicago Market, both for lamps and occasional furniture. Styles were varied indeed, although there were marked characteristics to be found generally among the displays. Wrought iron in various finishes, marble and onyx, both genuine and imitation, were everywhere displayed. The finishes are soft in tone —dull antique for the most part and the colored finishes, prominent in previous displays, were not much in evidence at this Market. Plated lamps, reported to be on the wane, were nevertheless in evidence, including satin brass plate, oxidized Old English plate, touches of silver plate, and in the higher priced lamps, gold plate.

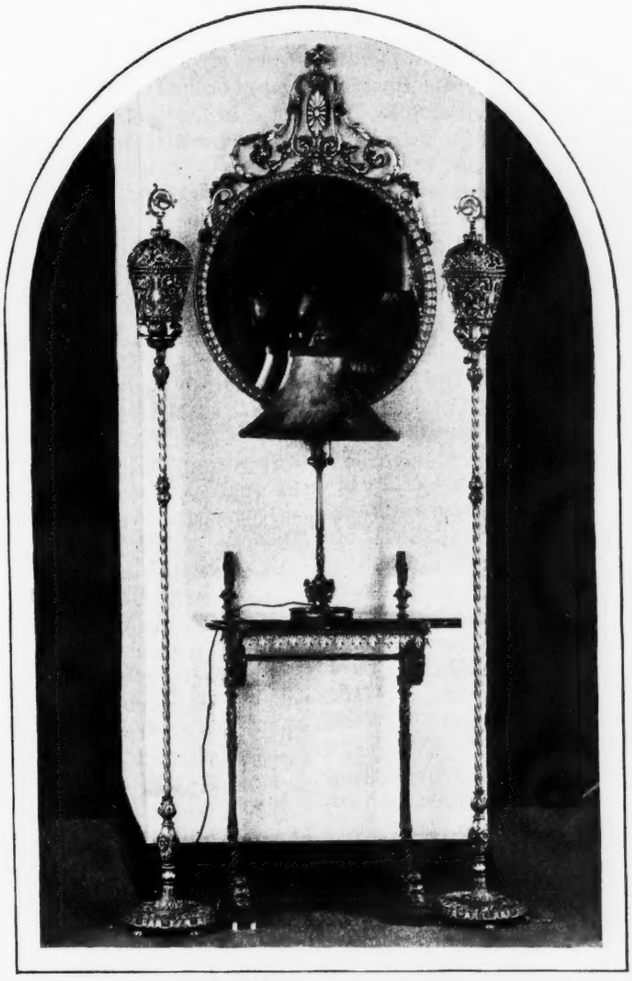
There was a decided lack of Early American or Colonial showings, quite a contrast to the steady demand for lamps of this type in New York and the East. It is interesting to note that as one moves away from the North Atlantic territory, the Colonial influence seems to diminish with distance. Which is, of course, nothing for or against this type of lamp and decoration, but it does indicate style trend and local preference. There were few of the steel, antique brass and pewter lamps which characterize the Early American type and relatively few of the old print and map shades or shades of plain or pleated chintz. One display, however, did show some lovely new Early American lamps of pewter finish with pen-and-ink sketch shades and shades using original etchings, signed by the artist.

Spanish and Old English Popular

In distinct period styles, Old English seemed to vie with Spanish for popular place. There were many attractive adaptations of the torchere, both in floor and table types, many of the pieces being curiously adapted from Old World lanterns and torches, showing Spanish, Italian and Old English influence. This type of lamp is especially suited to use with metal furniture, whose popularity it is sharing. Metal furniture is being taken on by many lamp departments and is reported to be selling well. Lower-priced lines are making their appearance—a sure sign that metal furniture is in a fair way to becoming generally popular.

Speaking of period styles, it is a mistake for the lamp buyer to take this "period" business too seriously. On

Selection in Style and Price



the other hand, flagrant disregard of harmony in house furnishing should not be encouraged. The majority of lamps on the market, however, might be classified as hybrids, for they belong to no distinct period but are well suited to the decorative scheme of the average home, which also makes no studied attempt at period furnishing, practically limiting its interior scheme to color harmony alone. The average woman shopper is not much concerned whether a lamp is Early Italian or Late American as long as it is pleasing to her and will not conflict with her color scheme, and as long as it is within her price range.

Wooden Lamps Still Sold

It is not always easy to tell what customers will want, for in the Chicago Market were spied a few of the old wooden lamps, of many curves and colors, which were still being demanded by lamp buyers for certain sections of the country where these lamps are still popular. The over-gorgeous beaded paper shades, picturing feverish landscapes and hectic flowers, although apparently on the decline, were still selling. One manufacturer stated that he had selected a few of these shades at random for display, thinking to be prepared for all emergencies, then found that orders for these shades far exceeded his anticipations so that he is now planning to continue carrying them.

Among the table lamps, wrought iron is being used as is an unusual number of imported pieces, made into lamps—French figurines, gold-plated, with carved ivory faces and trim, mounted on marble; bronze urns; marble and alabaster urns and pottery from Italy; picturesque groups of East Indian or Arabian figures, such as the rug maker, the slave market, etc., from Austria, and Dresden figures from Germany, although Dresden is not enjoying anything like its recent popularity.

In shades, silk and georgette enjoy their fixed and prominent place; they are always wanted and always sell. Parchment paper is going bigger than ever, manufacturers state. The trend of the parchment paper shade is toward more simple decorative treatment, a new artistic standard seemingly being set, for there are exquisitely executed pen and ink drawings, in black and white and in water color, showing for the most part, Old English scenes, while other shades have original etching inserts and still others, containing so-called "still life" decoration, are done in oil. In fact, many of the hand-drawn and hand-painted shades are examples of real art, quite as much as any picture, even to the signature of the artist. Parchment paper shades are to be found this year with all

(Descriptions of lamps on following page)

types of lamps, even to the French bronze, with which georgette or pleated taffeta shades were always used. Unusually beautiful shades of parchment, real skins, stretched seamless over the frames and painted in glowing colors, were also found in many displays, as were Kapashell shades, made from Hawaiian Island shells, either in natural or tinted finish. Other attractive shades seen with Spanish or with subdued and sombre bases, carried cathedral or court scenes, with the large glass windows cut out to let the light through.

There is an amazing selection of lamps of all types and shades variously decorated from which the lamp buyer may choose to satisfy the demands of his customers, both as to style and price. Manufacturers are discarding monstrosities and are earnestly trying to raise the artistic standards of the lamp so that today almost any lamp department carries a good lamp assortment.

Lamp Descriptions

On pages 104 and 105 are shown some of the lamps displayed at the Market. The wall brackets in the upper picture on page 104 are as readily portable as a lamp for no wiring is required for their use. Lamp cord is run through the center of the silk tasseled cord to any convenient outlet, so that the brackets may be moved about at will. Those shown are two-light brackets, finished in old bronze, with gold brocaded georgette shields. The retail price of one bracket and shield is $34.50. The metal table lamp is finished in brass and antique iron and is mounted on Italian marble base. The shade matches the shields. The finial is metal, with sea shell motif. The lamp complete lists at $54. Displayed by the Colonial Lamp & Fixture Works, 5640 Lake Park Avenue, Chicago.

The torchere in the lower picture is of Spanish design in Spanish brass finish and is listed at $65. The bridge lamp is $22 and the floor lamp $26. Fine examples of the metal furniture now so popular are also illustrated. The wrought iron chair with Swedish iron finish has red and gold brocade seat and retails for $37.50. The bench, also finished in Swedish iron, has red mohair covering and is listed at $41.50. From Kaplan Inc., 215 West Ohio Street, Chicago.

On page 105, the upper picture shows an Italian group,—two torcheres, $88 each and a metal console with black marble top, retailing at $135. The base of the table lamp is adapted from an old Florentine inkwell and the shade is of real parchment stretched seamless over the frame and tinted amber and green. The mirror, finished in burnished gold leaf and color, is $110. From the Crest Company, 501 West Thirty-fifth Street, Chicago.

Among the few Early American lamps seen at the Market are the two pictured at the bottom of page 105. These lamps may be had in finishes of pewter or stained silver, Colonial gold or antique brass. The shades are parchment paper, that of the junior lamp having pen-and-ink sketch, retailing at $15 and the bridge shade carrying original etching signed by the artist. It retails at $7.50. The lamps themselves are made to retail for about $29. These Colonial numbers are from the Haven Company, 666 Lake Shore Drive, Chicago.

COLORS women prefer in shades and the average price they are willing to pay for lamps is set down in a sales record kept by the Kansas City Power and Light Company. This record covers a period of one year—from June, 1925, to June, 1926, and shows that of all the colors amber was most popular, with black and gold combination second, taupe and rose came next, then rose, then blue and last, taupe and gold.

The popular choice, by price range, is as follows:

Lamp and shade, retail price	Number of Purchasers
$5 to $10	673
$10 to $20	806
$20 to $30	542
$30 to $40	181
$45 and up	94

From this table it will be seen that 35 per cent of this utility's floor sales were represented by lamps whose price ranged between $10 and $20.

Pacific Coast Adopts "Sale per Month" Idea

With the idea that a unified program of merchandising, by which every branch of the industry will unite in pushing the same appliance at the same time, is the most effective way of developing the Pacific Coast market; a "sale per month" has been recommended to the members of the Pacific Coast Electrical Association. The program, as outlined by the merchandising committee of that organization, ties in with the plan proposed by the National Electric Light Association, but extends its application.

Under the plan proposed, the administrative organization will schedule the appliances to be featured for an entire year and will advise all branches of the industry as well as those in related lines so that the sales calendar may be followed by all. The idea is to follow the natural sales trend of each month, selecting the article for special attention which is most seasonable and which ordinarily would receive the greatest amount of attention. The schedule is to be flexible—and local.

It is hoped to utilize the machinery of the California Electrical Bureau in carrying out the plans and in the preparation and distribution of window display and advertising material.

A tentative schedule for the coming year has been outlined as follows:

January—Toasters.

February—Waffle irons (extensive annual effort by one Western power company has proven this to be a splendid item for this month).

March—Vacuum cleaners (on account of the approach of the annual "spring cleaning").

April—Ranges and percolators (in anticipation of the heat of summer).

May—Refrigeration and table stoves (on account of the climatic conditions prevailing generally at this time).

June—All appliances all the month.

July—Fans and kitchen ventilators.

August—Flat irons and toasters.

September—Washers, wavers, curlers and small appliances. (The vacation period is about over and beauty appliances are in demand.)

October—Ranges, stand and table lamps. (New homes have been completed and the long nights are at hand.)

November—Electric air and water heating week.

December—All appliances.

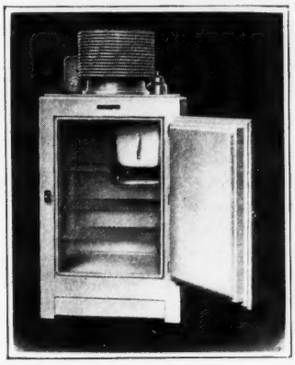
The two months of June and December have been left open for the sale of all appliances because of the special features which already attach to them, the June Bride sales and the Christmas buying.

New Electrical Household Equipment

Small Electric Range

Electrical Merchandising, September, 1926

For small space requirements, the Rock Island Manufacturing Company, Rock Island, Ill., has a small electric range that has two 6-in. and one 9-in. surface burners and a 9-in oven unit, all equipped with three-heat reciprocating switches. The two 6-in. burners have wattage rating of 660 each and the two 9-in. burners, 1,000 watts each. The floor space required for the range is 17 in. x 23 in., with cooking height of 32 in. The cooking surface is 18 in. x 30¼ in. Model No. 79-AS has cast iron top, steel frame, oven front frame, door frame, shelf and legs, white porcelain enamel door panel, nickel-trimmed, and white porcelain enamel back splasher. Intended retail price, $75. Model No. 79-A, without high shelf and back splasher, is $65.



New General Electric Smaller Size Refrigerator

Electrical Merchandising, September, 1926

An electric refrigerator, Type DR-2, that meets the requirements of the small apartment or home, has been announced by the General Electric Company, Schenectady, N. Y. The motor, compressor and moving parts are hermetically sealed in a compact steel case containing sufficient refrigerant and lubricating oil to last years of service. The mechanism is totally enclosed, and requires no attention for lubrication or mechanical adjustments.

The Type DR-2 refrigerator is 28 inches wide, 60 inches high over the unit, and 24 inches deep, and the food storage capacity is five cubic feet. Two freezing trays, one shallow and the other deep, and having a total capacity of seven pounds of ice, are provided. The interior is of one-piece sheet-steel with a fused-on, while vitreous porcelain lining.

The exterior is of steel in choice of two finishes—white ivory enamel finish, at $295 and vitreous porcelain finish at $325. These prices will include delivery, installation, and servicing for one year.

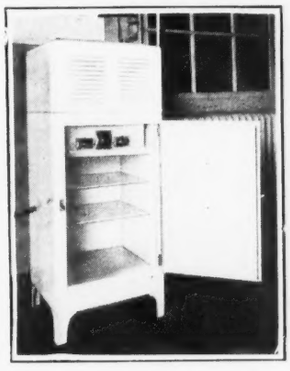
New Copeland Model at Popular Price

Electrical Merchandising, September, 1926

The entire mechanism of the new model refrigerator announced by Copeland Products, Inc., Detroit, including the freezer, is contained in one compact piece, forming the top of the refrigerator and held in place by its own weight thus forming an air tight seal. The ice trays, in which the ice cubes are frozen, are a part of the freezer, which is located sufficiently down in the food compartment so that the 108 ice cubes are easily accessible when the single door of the refrigerator is opened.

This box is of auto body metal. The exterior finish is white lacquer pyroxylin while the interior is in white enamel. A typical cross section shows metal on the outside and inside; three ply laminated wood and an inch and a half cork boards completely encased in water proof paper. Additional insulation is found in many parts of the refrigerator, such as the door and the top of the box.

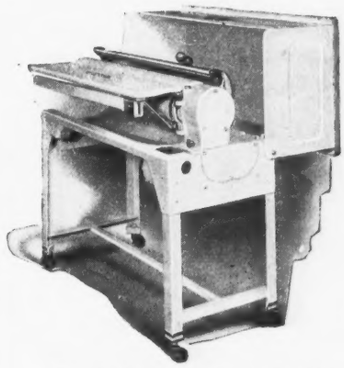
Because of the self-contained character of the entire mechanism service can be rendered by the removal of the unit and its immediate replacement by another. Intended retail price $215, f.o.b. Detroit.



Ironer with 26-in. Roll

Electrical Merchandising, September, 1926

The Coffield Washer Company, Dayton, Ohio, is bringing out a new "Coffield" ironer with 26-in. roll, 6 in. in diameter. It has full open end. Operation is simple,—an easy downward push on the single operating lever starts the roll turning and throws in the pressure. A touch lever is provided for use when it is desired to do pressing. The ironer is rated at 1000 watts and operates from any convenient outlet. The heating element is made from Hoskins Chromel "C" wire and may be easily replaced. The bearings are self-lubricating, no oiling being necessary. The motor is furnished in any voltage from 110 to 220. The finish of the ironer is gray enamel.



Combination Ironer and Kitchen Table

Electrical Merchandising, September, 1926

The new Model 3 ironer of the Graybar Electric Company, Inc., 100 East 42d Street, New York City, is a two-in-one appliance for it combines an ironer and kitchen table, the ironer folding into a cabinet with white porcelain enameled top.

The roll of the ironer is 30 in. long and has a full open end. There are two automatic controls, knee and finger, and an emergency release. A presser device, for pressing garments and trousers, is also a feature of the ironer. The ironer is electrically heated, with single heat switch, fitted in double receptacle with the motor control switch, located at right of receiving board. The mechanism is a direct drive from ¼-hp. motor, utilizing a worm and gear speed reduction, no belts or chains being necessary. The ironer is finished in cream-colored enamel with nickel-finished control knobs and trimmings. A swinging clothes bar is attached to white-enameled feed board. Intended list price, east of the Rockies, $160; west of the Rockies, $170.

Two-Cup Percolator

Electrical Merchandising, September, 1926

Filling a great need for a small electric percolator is the new two-cup percolator announced by the Metal Ware Corporation, Chicago, Ill. This little percolator has the Empire patented emersion-type heating element and valveless-type vacuum pump, insuring quick percolation—three minutes, the company points out. The percolator also has an improved coffee basket with perforations at top and bottom only, intended to insure the full flavor and aroma of the coffee. The percolator itself is made of heavy gage aluminum, paneled and highly polished. The intended retail price is $2.98. To assist the merchant in selling this new appliance, using a merchandising idea successful in the drug field, the company has prepared an attractive container and counter display which silently sells the percolator to store visitors and shoppers.

New Merchandise for the Gift-Buying Season

Circulating Air Heater

Electrical Merchandising, September, 1926

Resembling in principle the modern pipeless furnace, the air in the new electric heater of the Frank E. Wolcott Manufacturing Comany, Hartford, Conn., is drawn through a circular row of nineteen openings in the lower surface of the heater drum. From here it passes under a pre-heating plate and on into the element chamber. The element itself—a series of specially wound Nichrome coils—is stretched over porcelain bushings in a manner such as to expose the entire element surface to the air flowing through and around it. The inner surface of the element chamber is constructed of highly polished copper to accentuate the cheery glow from the element, this glow being clearly visible through the openings in the heater top, through which the warm air rises. The heater is rated at 660 watts and is 14 in. high. Intended retail price, $12.

Percolator Set

Electrical Merchandising, September, 1926

Four demi-tasse cups and saucers are included in the No. 4112/6 percolator set of Manning, Bowman & Company, Meriden, Conn. These cups and saucers are made of heat-proof glass, hand-decorated and fired. The body of the cup is tomato red and the top edge has a solid black band edged with two bands of gold and a dainty flower decoration in relief, gold-finished. The percolator has a capacity of six cups and may be had in nickel plated or polished copper finish or in silver plated finish. The handles are Mahoganite. The set includes beside the demi-tasse service a tray, sugar bowl and creamer. The intended retail price of the set in nickel plate is $40.50; in polished copper, $43.25; and in silver plate, $54.25.

Porcelain Bracket with Five Changes of Light

Electrical Merchandising, September, 1926

A "Dim-a-Lite" porcelain bathroom bracket with a half shade, for installation over the bathroom mirror, has been brought out by the Wirt Company, 5221 Greene Street, Germantown, Philadelphia, Pa. This is an all-porcelain bracket with the "Dim-a-Lite" feature of five changes of light. The intended retail price is $3.

Mantel or Desk Clock

Electrical Merchandising, September, 1926

Among the many types of electric clock made by he Warren Telechron Company, Ashland, Mass., are two new models for mantel or desk use, one of which No. 322, is here illustrated.

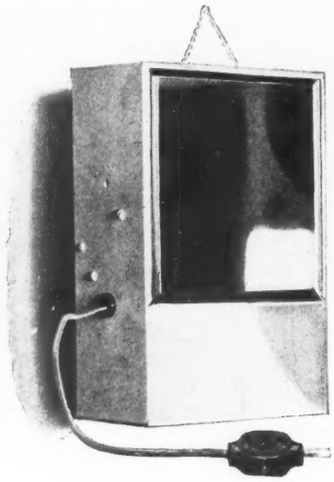
No. 322 is a small Doric-shaped desk clock with 3½-in. silver-finished dial. It is 5¾ in. high, 4¼ in. deep, with base 5⅝ in. and its intended retail price is $18.

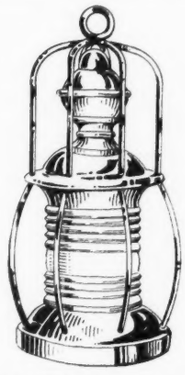
Another new model, not illustrated, is the Tambour No. 554, a mantel clock, 7¼ in. high, 4⅞ in. deep, with base 18⅞ in. wide. It is listed at $34. Both models have sweep second hands, finished in gold and solid mahogany cases.

Shaving or Face Light

Electrical Merchandising, September, 1926

Bathroom lighting, unfortunately, is seldom planned for convenience of the man in the house who is often obliged to shave by artificial light. In response to the need for adequate light on the face and especially under the chin where light, when shaving, is most needed, the Metropolitan Electric Manufacturing Company, Long Island City, N. Y., has designed its "Facealite." This new light consists of a mirror, behind the lower edge of which is placed, horizontally, a standard 40-watt lamp. Surrounding part of the lamp is a dull white reflector, the curves of which are designed to concentrate the rays of light outwardly and upwardly on the face. The shaving light designed for men may be had with a 6-in. x 6-in. mirror or an 8-in. x 8-in. mirror. The largest size, with a 12-in. x 12-in. mirror, is intended for use by women who also need good light when applying cosmetics. The "Facealite" is also made as a regular bathroom cabinet with hinged mirror and glass shelves which may be installed flush with the wall. Intended retail price is $5 for the 6-in. size, $6 for 8-in. mirror, $10 for the 12-in. size and $25 for the cabinet.





Old Ship Lanterns

Electrical Merchandising, September, 1926

From use as old whale oil ship lanterns to electric fixtures in the home is the long stretch traveled by the ship lanterns sold by The Treasure Chest, 25 Broadway, Asheville, N. C. These lanterns are made of solid brass and may be had in three sizes, 11½ in. high, 14½ in. and 19½ in. high. The two smaller sizes are similar to the lantern illustrated while the largest size has swinging handle. The lanterns are weatherproof and are well adapted to outdoor use. The retail price is $7, $9.50 and $12 respectively, unwired.

Combination Radio Light and Cigar Lighter

Electrical Merchandising, September, 1926

Complete home comfort for the radio-inclined man is achieved in the new "Dial-Liter" of the Starbuck Manufacturing Company, Meriden, Conn. The device, which is placed on top of the radio cabinet, is a combination radio light, illuminating the radio panel, and an electric cigar lighter. The "Smokerlite" attached is made with a rotating swivel so that it may be swung around into a position for lighting the cigar or cigarette. The finish is statuary bronze, which blends harmoniously into the surroundings. Intended retail price, $10. A radio light, without the "Smokerlite" attachment, may also be had. Is is known as the "Dial-Lite" and retails for $5.

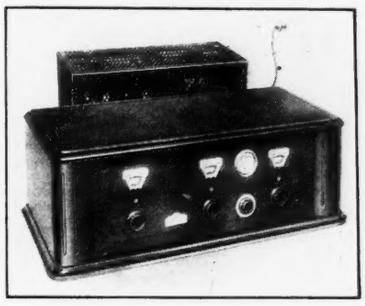
Reflector Heaters

Electrical Merchandising, September, 1926

In the line of reflector heaters made by the Majestic Electric Appliance Company, Philadelphia, Pa., are No. 50 and No. 60, in addition to No. 40.

Model 50 and model 60 are both 17½ in. in height, 13½ in. wide and 8½ in. deep, with 12½-in. copper reflector. All heaters are of double shell construction and are finished in crystal brown. No. 50 has a single element, rated at 615 watts while No. 60 has two elements, each 500 watts. Intended retail price No. 50, $7.50; No. 60, $10.

Latest Developments Gathered by the Editors



Radio Set Operating from Lighting Circuit

Electrical Merchandising, September, 1926

The new Amrad AC-5 power-driven radio set consists of two units—the receiving set and the power unit, supplying "A" and "B" current. The circuit is a neutrodyne, with two stages of radio frequency amplification, detector and two stages of audio. The last stage of audio is designed for power tube UX-112. The current supply is from the lighting circuit, 110-volt, 60-cycle, a.c., no "A," "B" or "C" batteries being needed. Special features of the set are the vernier control condensers, filament current meter on front panel, volume control without distortion—one control to adjust set to any line voltage from 85 to 130. The cabinet is mahogany in period style while the power unit is enclosed in a metal case 21 in. x 7¼ in. x 7¼ in. Intended retail price, including set and unit, $150. Amrad Corporation, Medford Hillside, Mass.

Electric Heater

Electrical Merchandising, September, 1926

Another addition to the "Cozy Glow" heaters is announced by the Westinghouse Electric and Manufacturing Company, in its special "Cozy Glow Junior" which is made to sell at a lower price than the standard model. This new heater has a redesigned base and lighter construction which, the manufacturer points out, lessens the manufacturing cost without affecting the serviceability of the heater. A slot in the base allows the heater to be hung on the wall. It may be had in ratings of 110-volt, 660-watt or 220-volt, 660-watt. Intended retail price, $4.75.

Triple Duty Charger

Electrical Merchandising, September, 1926

Two outstanding features of the new triple-duty "Homecharger" as pointed out by its manufacturer, the Kodel Radio Corporation, 507 East Pearl Street, Cincinnati, Ohio, are the terminals for safely rejuvenating an entire set of tubes simultaneously and taps for operating the new 210 power amplifying tubes with a.c. filament current. Its fast 5-amp. charging rate is intended to fully charge the largest battery over night at a cost of about five cents for current consumed. The intended list price, for 115-volt, 50-60-cycle, a.c. use, is $19.50; for 115-volts, 25-30-cycles, $21.

Christmas Tree Set

Electrical Merchandising, September, 1926

By means of a small green bead on the wire of each of the eight sockets of the "Tatchtite" Christmas tree set of the C. D. Wood Electric Company, Inc., 565 Broadway, New York City, the sockets are held on the tree in any desired position. By moving the bead down the wire the twig of the tree can be slipped in between the two wires and the "Tatchtite" moved up the wire again, placing the twig between the socket and both wires, thus holding the socket in any position desired. The intended retail price is $3.

All-Steel and All-Porcelain Refrigerators

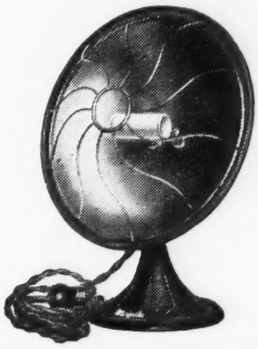
Electrical Merchandising, September, 1926

Three new all-steel and all-porcelain refrigerators have been brought out by the Electro-Kold Corporation, Spokane, Wash. The capacity of the model known as Bungalow "S" is 6.5 cu.ft., with two trays accommodating 36 ice cubes and room for a third tray, if desired. It has all-steel exterior, "Duco" finished. Model 85-P is an all-porcelain unit of convenient size for the average household, its capacity being 8.5 cu.ft., with two ice trays (36 cubes). It is of all-porcelain construction, with rounded corners and nickel trim. Model 105-P is also an all-porcelain unit, with capacity of 10.5 cu.ft., with three trays, holding 54 ice cubes. Its construction is similar to 85-P. Intended retail prices of the three models are, respectively, $295, $395, $455.

Reflector-Type Heater

Electrical Merchandising, September, 1926

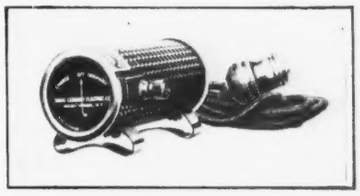
A new and popular-priced heater is being offered by the Majestic Electric Appliance Company, formerly the Majestic Electric Development Company, 1705 Allegheny Avenue, Philadelphia, Pa., in its No. 40 heater. This new model has an 11-in. copper reflector and wattage rating of 615 watts. It has double shell construction and is finished in statuary bronze. Its intended retail price is $5.50.



Reflector-Type Heater

Electrical Merchandising, September, 1926

For Fall heater business the A. C. Gilbert Company, New Haven, Conn., has brought out a new reflecter-type heater that retails for $2.95. It is described by its manufacturer as having a solid copper, 11-in. reflector that is adjustable, and a Nichrome wire element, screw type, that will fit any Edison base heaters. The base and back of the reflector are finished in black enamel. The heater is designed for operation on 110 volts, a.c. or d.c., 600 watts.



Trickle Charger for D. C. Use

Electrical Merchandising, September, 1926

In response to the demand for trickle chargers that can be used with direct current, the Ward Leonard Electric Company, Mount Vernon, N. Y., has developed a new charger of this type. Many advantages are claimed for the d.c. charger by the manufacturer, who points out that there are no liquids or delicate parts. The principal element of the charger is a vitreous enameled resistor which is immune to acids, oxidation and similar influences which shorten the life or change the value of resistors. Intended retail price, $8.75.

Frigidaire Reduces Prices

Electrical Merchandising, September, 1926

Price cuts ranging from $20 to $90 have been announced by the Delco-Light Company, Dayton, Ohio, on its various Frigidaire models. The price cut affects Frigidaire metal cabinet models, residential and commercial installations and also cooling units designated for use in the standard makes of ice boxes.

In the household metal cabinet models, the M-5-2 with the single cylinder compressor has been reduced from $245 to $225; the M-9, with the ½-hp. compressor has been reduced from $495 to $420; and the M-15 model from $615 to $540. Intermediate models have been similarly reduced. Compressor and cooling coil combinations for installation in standard makes of ice boxes have been priced lower. The single cylinder compressor and cooling coil combination have been reduced from $190 to $170 and the combination of a ¼-hp. compressor and one of the popular sized cooling units has been reduced from $320 to $260.

New Merchandise for the Dealer to Sell

Clamp Lamp with Parchment Shade

Electrical Merchandising, September, 1926

The Bussman Manufacturing Company, 3819 North Twenty-third Street, St. Louis, Mo., has brought out a new "Buss" light equipped with a translucent parchment shade. Four dainty designs of shade may be had, permitting suitable selection for the decorative scheme of any room. The "Buss" lamp, the manufacturer points out, is not only a decorative lamp but a utility lamp as well, for it can be clamped or hung anywhere and both the bulb and shade are adjustable. The intended retail price is $3.

Flasher

Electrical Merchandising, September, 1926

For use with signs, decorations and Christmas tree sets the Eagle Electric Manufacturing Company, 59 Hall Street, Brooklyn, N. Y., has brought out a flasher or "winker" which is screwed into any receptacle and into which in turn, the lamp or plug is screwed. Its overall length is 2 in. and it raises the lamp above socket only 1 in. The mechanism in the winker is sealed at the factory so that no adjustments are necessary or can be made to put the device out of order. It is made to work with all lamps not over 60 watts. Its intended retail price is $1.

Refrigerating Unit

Electrical Merchandising, September, 1926

Four sizes, for use with all types of refrigerators, may be had in the "Hart" electric refrigerating unit made by the W. B. Wilde Company, Peoria, Ill. These units may be had for use in the purchaser's own refrigerator or as a complete, self-contained unit.

The manufacturer describes the unit as of vertical single cylinder type with reciprocating pump driven by a ¼-hp. repulsion induction motor. It is equipped with pressure motor and uses methyl chloride as the refrigerant. As is usual, the freezing unit is placed in the ice compartment of the refrigerator and the compressor in the basement or wherever convenient. The unit may be had in sizes of 0-5 cu.ft. (apartment size), 5-10 cu.ft., 10-15 cu.ft.; and 15-20 cu.ft. The small size is listed at about $185 while a small self-contained refrigerator, with three freezing trays, 36 ice cubes, is listed at $240, f.o.b. Peoria.

"B" and "C" Power Unit

Electrical Merchandising, September, 1926

The Freed-Eisemann Radio Corporation, Brooklyn, N. Y., has brought out a "B" and "C" power unit, especially designed to operate with all Freed-Eisemann radio sets employing from five to eight tubes. It is capable of supplying the maximum power required by any of these sets, the manufacturer explains, and its voltage is maintained constant by a voltage regulator tube, irrespective of variation in current drawn by the set or in voltage of the lighting circuit. It provides a 135-volt "B" supply for the output tube of the set, a 90-volt "B" supply for audio-frequency and radio-frequency amplifier tubes, a "B" supply for the detector tube, a 27-volt "C" supply for special power output tubes, a 9-volt "C" supply for ordinary output tubes and a 4½-volt "C" supply for audio-frequency amplifier tubes.

This unit has a terminal panel carrying binding posts for connection to the set and a safety door is provided which encloses this panel and renders it inaccessible so as to protect the user from shock. A special switch automatically disconnects the 110-volt supply when the door is opened for the purpose of making connections or for any other purpose. The connection of the 110-volt supply is not restored until the safety door is closed so that the unit is completely fool-proof and shock-proof. Intended retail price, Model 16, $45.

Flasher Button

Electrical Merchandising, September, 1926

By simply inserting the "Diamond" flasher button in the lamp socket, between the lamp and the socket, a flashing unit is made instantly available. The button, made by the General Appliance Corporation of San Francisco, and distributed in the East by Stone & Company, 615 Massachusetts Avenue, Cambridge, Mass., is a small disk about the size of a quarter. In the center is a thermostat which expands with the heat of electricity—making the circuit—and then contracts as it cools—breaking the circuit. This making and breaking of the circuit is automatic and gives continuous flashing. Approximately 35 per cent saving on electric current is afforded by the use of this button, the manufacturer claims. The button is made in two types: "B," beacon type, which is slow flashing and regular, adaptable for use with individual lamps; "T," twinkle type, quick flashing and recommended for signs or cluster of lamps. The capacity is up to 60 watt, 125 volt. The intended retail price of the button is 60c.

Twinkling Christmas Tree Set

Electrical Merchandising, September, 1926

Wired in parallel and equipped with a flashing arrangement, giving the effect of dancing stars, the new "Gacor" Christmas tree set of the General Appliance Corporation, San Francisco, distributed in the East by Stone & Company, 615 Massachusetts Avenue, Cambridge, Mass., should be a popular Christmas-business number.

The switch control is a dial arrangement similar to a radio apparatus, with which the lamps may be made to flash on and off, or intermittently, two, four or six. The set is made with eight lamps and eight sockets, constructed with a two-piece standard attachment plug and 20 ft. of silk cord to each string.

Steady illumination or twinkle effect may be had in using the set. Intended retail price, $5.50.

Electric Holly Wreath

Electrical Merchandising, September, 1926

For the Christmas season, the old-time holly wreath is now electrically lighted. J. B. Timberlake & Sons, Jackson, Mich., has an electric holly wreath that is complete with artificial holly, red ribbon, red Mazda bulbs, 8½-ft. extension cord and attachment plug. The width of the trimmed wreath is 18 in. A ring of electric lights only may also be had for use by florists and store decorators who wish to supply their own holly or greens for the wreath.

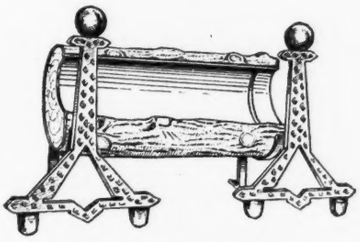
Radio Power Unit

Electrical Merchandising, September, 1926

By simply changing the position of a connecting link between the four contacts, the rate of charging in the new "A" Autopower unit of the Westinghouse Union Battery Company, Swissvale, Pa., can be varied from 1/10 amp. to ½ amp., with two intermediate steps.

The new device is a combination of battery and trickle charger. It has no moving parts and no bulbs. The unit is produced in four models,—6-volt, 60-cycle; 6-volt, 50-cycle; 6-volt, 25 cycle; and 4-volt, 60-cycle. Intended retail price, $30.

Latest Developments Gathered by the Editors



Electric Fireplace Log

Electrical Merchandising, September, 1926

Because the heat rays from the electric log of the Aetna Electric Company, 119 17th Street, Buffalo, N. Y., are made to radiate over a radius of 150 ft., the family group may "gather around the fire," all receiving the same benefit from the electric heat.

The "Aetna" log when set up, ready for use, stands 13 in. high, is 20 in. long and may be used in any fireplace or in any room where heat is required. The log is built entirely of metal. The panels are molded and painted to simulate the natural log and are backed up with a highly polished reflector which forms the back, reflecting the heat given from the "Globar" element. The element can be snapped into place instantly, it is explained, thereby removing all service troubles. Intended retail price, $17.50.

3-lb. Boudoir Iron in Traveling Case

Electrical Merchandising, September, 1926

Enclosed in an art-steel fireproof case, convenient for tucking in the traveling bag, is the new 3-lb. "Little Sunbeam" iron of the Chicago Flexible Shaft Company, Roosevelt Road and Central Avenue, Chicago. The case is as compact and convenient to carry as a camera and has an extra compartment to hold the cord and plug. The iron is in all its features, a small edition of the large "Sunbeam" iron. Intended retail price of the iron, $5; case, $1 extra.

Refrigerator Cabinets

Electrical Merchandising, September, 1926

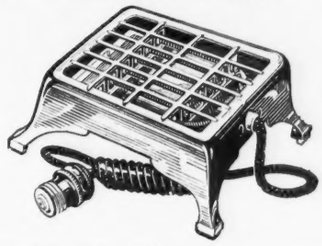
In the new line of Leonard Cleanable refrigerators, announced by the Leonard Refrigerator Company, Grand Rapids, Mich., are models offered by the manufacturer for use with electrical refrigerating units. The suggestion is made by the manufacturer that those who buy the cabinets now for use with ice can later on change to electricity without trouble or inconvenience.

Fewer models are shown in the new 1926-1927 line, the company announcing its purpose to concentrate production on styles and sizes which have proved themselves best sellers in the market. With this new arrangement, it is pointed out, stocks can more easily be maintained and records more easily kept.

Electric Table Stove

Electrical Merchandising, September, 1926

Every wired home needs at least one small table stove of the type made by the Novelty Manufacturing Company, Waterbury Conn. The Nichrome heating element is rated at 500 watts. The contacts where the cord connects with the heater are encased in a special sleeve of Monel metal. The ¼-in. opening at either side of the bottom reflector plate allows crumbs to drop out by lightly tipping the stove. Black bone fiber feet insulate the stove from the table. Intended retail price, $1.

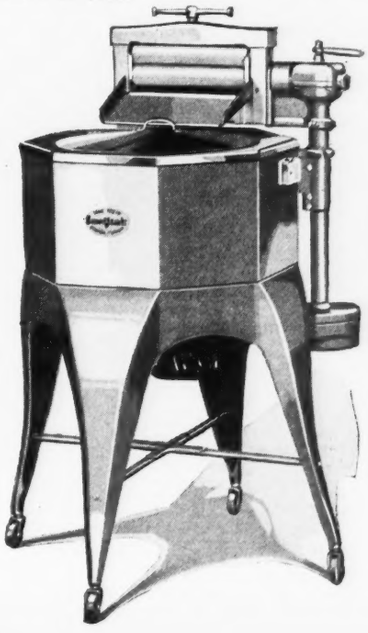


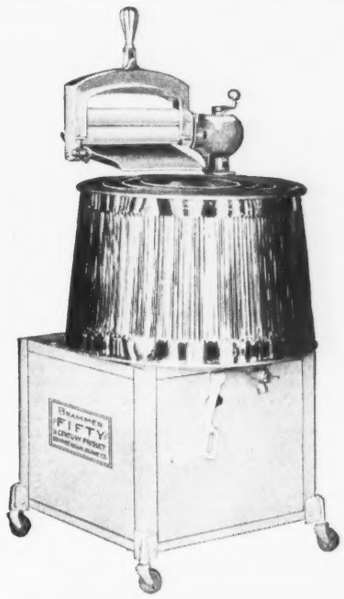
Washer with Octagon-Shape Tub

Electrical Merchandising, September, 1926

In the new "Sunnysuds" washer of the Sunny Line Appliances, Inc., Detroit, Mich., the washing action is of the swirling type, furnished by an agitator made of Monel metal. The tub is octagon-shaped. This shape was decided on, the manufacturer explains, not only for its distinctive appearance, but also because the eight sides and eight corners greatly facilitate the agitation of the water. The tub is built of heavy copper, nickel-plated on the inside and silver-gray-enameled on the outside.

The cover can be lifted off while the machine is running and the clothes lifted out for inspection without stopping the washing action. The wringer is the same as that used on previous "Sunnysuds" washers. The new washer has an automatic safety switch and is powered by a direct shaft drive. Moving parts are enclosed in steel housings, the housings being filled with a special lubricant which is intended to last for years, eliminating the annoyance of frequent lubrication. The machine is finished in silver-gray enamel and is listed at $155.





Agitator-Type Washer

Electrical Merchandising, September, 1926

In the new "Brammer Fifty" washer of the Brammer Washing Machine Company, Davenport, Iowa, washing action is produced by means of a large, polished, cast aluminum disc agitator, located near the base of the tub. It has a large, highly polished copper tub, corrugated and nickel-plated interior. The mechanism is completely enclosed in a cabinet. No lubrication is needed for two or three years, the manufacturer points out, except for the motor, which needs it only once a year for average use. The wringer, which is made to lock in four positions, is of satin-finish cast aluminum.

Push and Pull Switch for Automobile and Radio Use

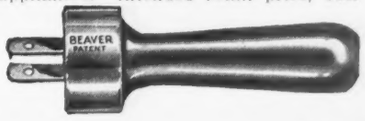
Two special Fahnestock wire terminals are used in the design of the new push and pull switch of the Metal Specialties Manufacturing Company, 338-352 North Kedzie Avenue, Chicago. The threaded stems are made of brass in two lengths—the shorter for use on the metal dash board or radio panel, the longer for combination wood and metal or all wood dash boards.

Plug With Handle Cap

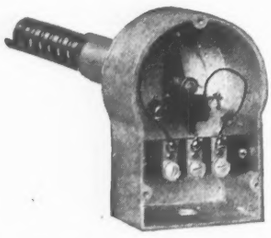
Electrical Merchandising, September, 1926

To overcome the difficulty usually experienced in inserting the cap portion of the separable plug into the slots, especially in baseboard outlets and shaded fixtures (which must be used when convenience outlets are not available), the Beaver Machine & Tool Company, Inc., Newark, N. J., has designed a "Handle-Cap" plug, which is here illustrated.

This handle cap gives the user a substantial article to take hold of and facilitates directing the brass blades into the slots. The brass blades are made somewhat longer than standard so the plug will hold in more securely. The long handle is furnished in polished black material and the rim is protected by a nickeled steel ring. The new device is intended for use on vacuum cleaner cords, on percolators, toasters, etc., to insure easy connection of these appliances. Intended retail price, 35c.



New Merchandise for the Contractor to Install

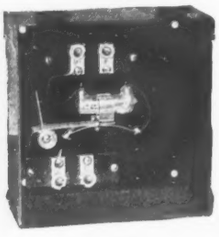


Two Safety Devices for Oil Burners

Electrical Merchandising, September, 1926

Safety in the operation of oil burners is greatly increased by the use of the Stackswitch and Timedswitch made by The Absolute Contactor Corporation, Beloit, Wisconsin, in its new safety circuit. The Timedswitch can be adjusted for any starting interval desired, from fifty seconds to two and one-half minutes. It is responsive to the motor current and gives a positive lockout if it functions. In case of failure of ignition on starting, the Timedswitch opens the motor circuit which must be reset manually before another start can be made.

The Stackswitch is a monitoring device. If the flame is properly kindled in the predetermined interval, the Stackswitch shunts the motor current out of the Timedswitch and permits normal operation of the burner. The Stackswitch is responsive to the flue temperature changes and permits the Timedswitch to open the motor circuit only if the flame is not properly kindled. The Stackswitch also controls the ignition device. When the burner starts, the ignition device is energized and remains energized until the flame is properly kindled. The ignition device is then deenergized, thereby saving gas if gas ignition is used, or eliminating radio interference if electric ignition is used. The shaft which actuates the mercury switch in the Stackswitch is the only moving part on the two units.



Reflector Flange

Electrical Merchandising, September, 1926

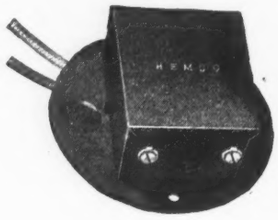
Drawn from a single piece of heavy gage Armco Ingot iron, finished in porcelain enamel, the new one-piece reflector flange of the Edwin F. Guth Company, St. Louis, Mo., has automatic, self-adjusting, non-vibrating spring globe-holding features. It is designed especially for public buildings, stores, offices, hospitals, schools, restaurants and kitchens. Any standard fitter glassware may be used. The standard colors in which the flange may be had are white, old ivory and gray.

Each flange is furnished complete, ready for installation. The threaded bridge may be attached to fixture stud or screwed to ceiling. The house wires are connected direct to the patented porcelain receptacle without splicing, soldering or taping. Because of the spring glass holder the globe may be instantly applied or removed by simply pressing the spring trigger.

Bell-Ringing Transformer

Electrical Merchandising, September, 1926

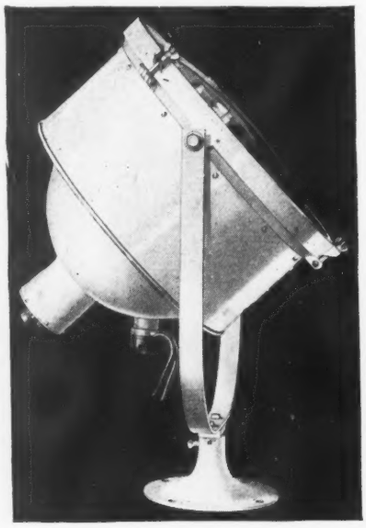
Grounded and attached to the outlet box so that a drop-cord may be run from the same box is a new bell-ringing transformer brought out by George Richards & Company, 557 West Monroe Street, Chicago. This new transformer is designed for residences and small apartments. It is mounted on a round outlet box cover and can be furnished mounted on either a 3¼-in. or 4-in. cover. The 4-in. cover is equipped with a knockout for drop-cord installation to the same outlet box. The 3¼-in. cover is not equipped with a knockout. The terminals are 10 in. long, one black and one white. The terminal nuts cannot be backed off. The transformer may be had in either single or three-circuit secondary, 110 volts, 60 cycles.

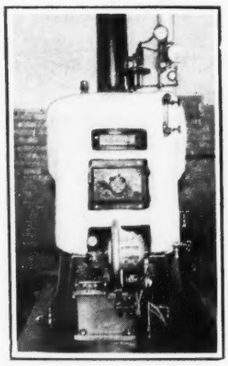


Floodlight for Color Lighting and Distance

Electrical Merchandising, September, 1926

Designed particularly for outdoor color lighting and for long distance projection is the new No. FLC-500 floodlight of the Pittsburgh Reflector Company, Bowman Building, Pittsburgh, Pa. This new floodlight, the manufacturer explains, was designed especially for the color lighting of the "Tower of Light" at the Philadelphia Sesqui-Centennial. It has concentrating beam and is made to accommodate the Laco color cap, which is slipped over the lamp bulb. Breakage of the color medium is eliminated since the caps are thoroughly protected from the weather by the outside clear heat-resisting glass cover. The overall height of the floodlight is 28½ in. The lamp used is 300-500 Type "C."





Oil Burner

Electrical Merchandising, September, 1926

Compactness is a feature of the "Petro" oil burner made by the Petroleum Heat and Power Company, 511 Fifth Ave., New York City. Everything is mounted on a single base with no parts inside the fire box, subject to the heat of combustion. The vacuum oil pump is an integral part of the burner and a patented anti-siphon valve is provided to prevent any possibility of leaks. Simplicity in operation is maintained by Alemite lubrication for the four moving parts, sufficient for one year's operation and a fifteen day clock thermostat which automatically regulates the temperature during night and day, thus economizing on fuel.

Safety is promoted by the provision of a patented combustion control. A Masterstat mounted on the boiler will shut off the burner automatically if there is no water in the boiler.

Range Switch

Electrical Merchandising, September, 1926

A range switch that can be easily cleaned and made to harmonize with the sanitary wall finish of the modern kitchen, has been developed by The Frank Adam Electric Company, 3650 Windsor Place, St. Louis, Mo.

This switch is externally operated and can be mounted conveniently close to the range. It is arranged for flush mounting, the trim being finished in white Duco. The switch proper is a 60-ampere contact type, heavy duty, with a quick make and break.

While this switch was primarily designed for range service, there are many other applications where it can be used to advantage.

Latest Developments Gathered by the Editors

Thin Canopy Switch

Electrical Merchandising, September, 1926

A thin body, ¾-in. long and less than ¾-in. in width, is the feature of a new canopy switch brought out by Pass & Seymour, Inc., Syracuse, N. Y. Switches No. 3306 and 3307 are designed with the wires leading into the narrow side of the body, allowing the switch to be used for French back and other small bracket fixtures. Straight-away wires and the compact body of the switch allow an unusually narrow design of bracket. With most switches it is necessary to double back one wire along the body of the switch; the bracket body then must accommodate the switch body and the extra width of the wire along the switch, thus demanding an additional width of bracket. The new P & S switch is designed with parallel wires running straight from the switch body without bend or break. The wires are 6 in., No. 18 stranded New Code wire, with a special cover that prevents defacing the walls during the installation. The ends of the wires are stripped 1 in. for quick wiring.

4-Circuit Residence Panel

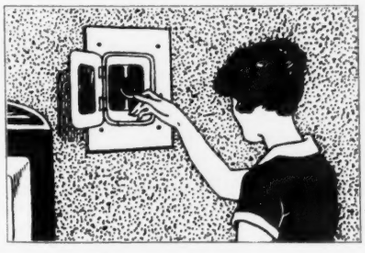
Electrical Merchandising, September, 1926

It is inconvenient enough to have a fuse blow right in the midst of washing or ironing without the extra annoyance of having to leave the work to renew the fuse in the dark cellar or basement. In the new 4-circuit, single-fusing, porcelain-base panel brought out by the Trumbull Electric Manufacturing Company, Plainville, Conn., the box may be mounted in the kitchen or laundry, or in some convenient place where it is easily accessible to the housewife. The panel is unusually simple in construction; one turn of the screw driver on each of two screws and the whole block is out and the box is empty for wiring. This renewable feature also enables the wireman to adjust the position of the fuse block in case the box is set too far into the wall. The box measures 6⅛ in. x 7⅛ x 2⅜ in.

Range Switch

Electrical Merchandising, September, 1926

The new Bull Dog Saf-to-Fuse range switch recently brought out by the Mutual Electric and Machine Co., Detroit, Mich., ornaments rather than detracts from the appearance of the kitchen. The compact safety mechanism makes it impossible to remove the fuses while the switch is in "on" position. The switch comes in surface and flush types, size 7" x 10½". The front is in luminized finish. The price is $4.50 for the flush type and $3.90 for the surface type—30 or 60 amp., f.o.b. Detroit or jobbers warehouses.



Safety Switch

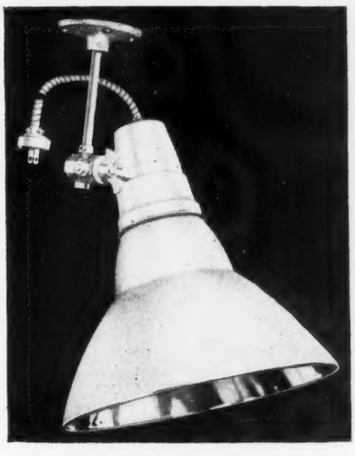
Electrical Merchandising, September, 1926

For use on all apparatus using small motors up to ¼-hp., such as electric refrigerators, oil burners, etc., the Trumbull-Vanderpoel Electric Manufacturing Company, Bantam, Conn., has designed its new "T-V" safety switch No. 77. The switch is very small and compact. It also has exclusive features such as a removable end plate that makes wiring and the fitting of conduit or cable a simple matter.

Duplex Receptacle Plate

Electrical Merchandising, September, 1926

One of the numbers in the line of receptacle plates made by the Gaynor Electric Company, Inc., Bridgeport, Conn., is the No. 51 duplex receptacle plate, finished in "Gaynoroid" brass or in brush brass. The intended list price for the duplex pin receptacle is 10c.



Window Spotlight

Electrical Merchandising, September, 1926

For show window lighting and for other uses where a more intense beam is desired than is possible with "Windo-Spot" No. 200, the Pittsburgh Reflector Company, Bowman Building, Pittsburgh, Pa., has designed a new No. 500 "Windo-Spot." This new unit accommodates either the 300 or 500-watt lamp, giving a concentrating beam of light similar to the No. 200 but with a higher candlepower maximum proportionate to the greater wattage used.

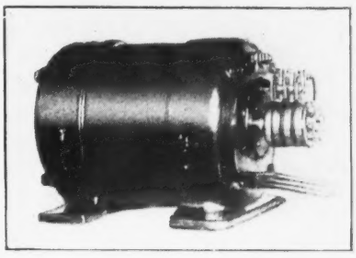
No. 500 is equipped with an adjustable bracket for attaching to the ceiling of the show window or other supporting surface. Universal motion of the reflector may be secured by loosening the one large thumb screw; the reflector may then be tilted to any desired position and there fixed by tightening the thumb screw. The diameter of the reflector is 13½ in.

Frequency Changer

Electrical Merchandising, September, 1926

No driving power is required for the frequency changer designed by Forbes & Myers, 172 Union Street, Worcester, Mass. It is but a single unit with a single magnetic core, two windings being placed in the same slots. One winding drives the machine, the other does the actual conversion of frequency.

The changer illustrated is of ½ kva. capacity. It changes current from 60 to 240 cycles. It is intended to build similar machines up to 3 kva., which is enough to drive a 2 hp. motor at 14,400 r.p.m. In larger sizes than 3 kva. the older method will still be used. These machines will be built for any desired frequency, but since the company has on the market induction motors to operate directly from 60-cycle current at speeds of 5400 and 7200 r.p.m., it is not expected that there will be any demand for frequencies under 180 cycles.

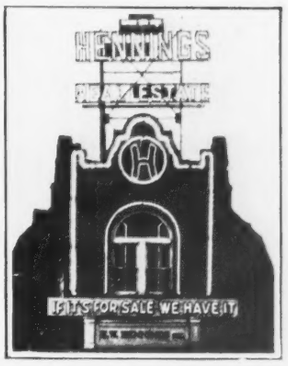


Neon Tube Sign

Electrical Merchandising, September, 1926

Many attractive adaptations of the Claude neon tube sign have been made, varying in size from small window displays to large roof signs, having letters 15 ft. or more in height, the tubes conforming to any style or type of letter.

The neon tube contains no filament, having electrodes at each end and being filled with neon which is itself a conductor, light is produced by passing an electric current through the tube. A small step-up transformer with choke coil is required generally in connection with the operation of these tubes. The voltage required depends upon the diameter and length of the tube in use. In addition to the colors of orange, red, blue, pink and lavender, appearing in the signs, several other colors have recently been developed, the principal ones being a canary yellow and two shades of green. Neon signs are made by the Claude Neon Lights, Inc., 50 East 42d Street, New York City.



The Four Weak Spots in Time Payment Financing—

According to Enoch B. Seitz, first vice-president, The Electric Finance Corporation, and executive secretary of the American Washing Machine Manufacturers' Association

THE four weak spots in the present methods of financing and selling electrical appliances are, according to Mr. Seitz:

(1) *Extending terms beyond a twelve-month period.* This is an expensive practice because extending terms virtually amounts to extending the guarantee period and the free servicing as well. It is a dangerous practice because more time affords a greater opportunity for changes; in income, in enthusiasm for the appliance and in address, all of which increase the credit risk.

(2) *Decreasing the amount of the down payment.* "I consider it a dangerous practice to decrease the amount of the down payment to less than 10 per cent of the total selling price," said Mr. Seitz, "because the quicker you can run the purchaser into a real equity in the appliance, the safer will be your security. A thoroughly respectable down payment has a tendency to increase this equity in a few months' time to a point where the purchaser will not part with his electric device without a struggle. Given a choice of 15 per cent down and fifteen months to pay, or 5 per cent down and ten months to pay, I think the former would be the safer bet, inasmuch as a repossession during the important first sixty days, would in this case, impose a real penalty on the purchaser."

Dealer Should Verify Salesman's Terms at Once

(3) *Failing to verify the terms of sale by a letter to the purchaser as soon as an order is turned in by an outside salesman.* The salesman's terms should be verified at once by a letter from the dealer because it is well known that many salesmen verbally make offers which the dealer is not in a position to back up.

"I recommend that a letter of confirmation be sent by the dealer to the prospect immediately an order is turned in. The time to correct mistakes is when the article is sold. One clause should say: 'If the above terms are not in accordance with your understanding with our salesman, please advise this office at once, since we consider that you are purchasing this machine on the terms as outlined in this letter.'"

What Is Customer's Income and Outgo?

(4) *Loose investigation of credit responsibility.* If the credit investigation is conducted along certain definite channels there will be very few collection losses. These definite channels have to do with the amount of other payments to which the prospect is now committed. In other words, his income and his pledged "outgo." This, and the character of the prospect, is the major information required. How seldom, however, does the dealer obtain the information as regards the customer's "pledged outgo."

Meter Installer Sells 46 Toasters in Thirteen Days

The employee who installs and inspects meters is in an ideal position to sell the smaller electrical appliances, states John F. McGuire, general manager of the Northern States Power Company's branch at Fargo, North Dakota. The meter installer has more time for sales work than the meter reader and the nature of his work creates a better natural opportunity for conversational contact with the housewife, according to Mr. McGuire.

"Take the case of our George Walker to illustrate my point. Two months ago we advertised special terms of 50 cents down and a dollar a month on a $6 electric toaster. All of our employees were notified that they would receive a sales commission of 50 cents for each toaster they sold and that, in addition, a prize would be awarded to the person making the most sales. Walker went after that prize. Every day he would start out with his sample electric toaster wrapped up in a piece of paper under his arm. He made what I consider a sales record—forty-six toasters in thirteen working days. Forty of these were made during the process of his regular 'back door' meter inspection and adjustment calls."

Walker averages fifteen calls a day. He sold, therefore, one out of every five households that he called on. When it is remembered that practically four out of every five domestic meter users have toasters, this record represents almost a 100 per cent cleanup.

"I always hang the meter first or go about my regular business in a quiet manner," Walker said. "I find, however, that I can discover some excuse for being in the kitchen and for striking up a conversation with the housewife. Frequently she will say to me 'what is that package under your arm?' or I will ask her out and out if she has an electric toaster.

Takes Ten Minutes to Complete Sale

"I simply take advantage of any natural opening in the conversation to explain to her the advantages of the toaster I am carrying and the advantages of toasted bread. Then I inform her that if she will give me 50 cents I will have a toaster delivered to her house the following day. I make no attempt to force the sale. as a matter of fact, the whole matter seems to come about quite spontaneously. I think this is due to the fact that I do not go to the house primarily to sell."

Walker estimates that it takes him not over 10 minutes to complete a sale and not over 5 minutes at each call to ascertain whether or not there is a possibility of placing a toaster in that household.

Walker's running mate without any special sales effort, sold 22 toasters in a similar period of time. Fargo has a population of 28,000.

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas

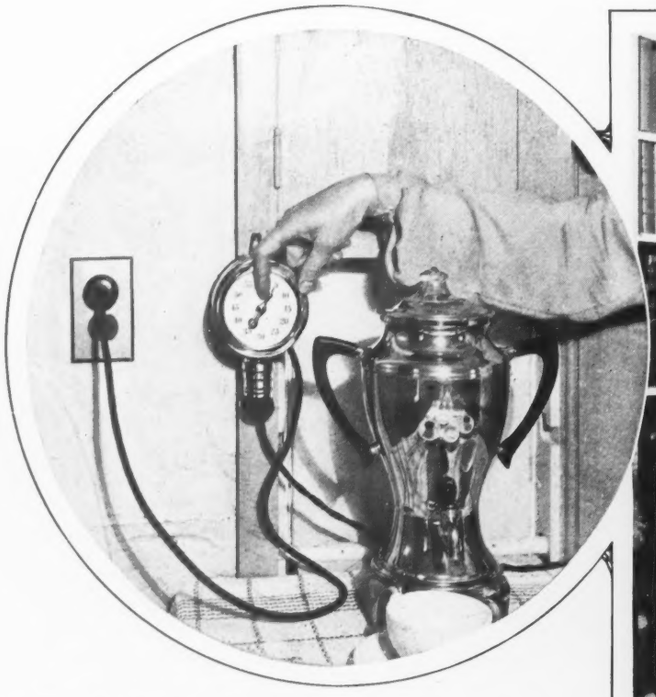
Will Your Wiring Job of 1926

Provide for Appliance Conditions of 1936 and 1946?

THOUSANDS of homes now under construction will be finished up before December. The plans for most of these call for hardly one-third to one-half as much wiring as the modern house should have.

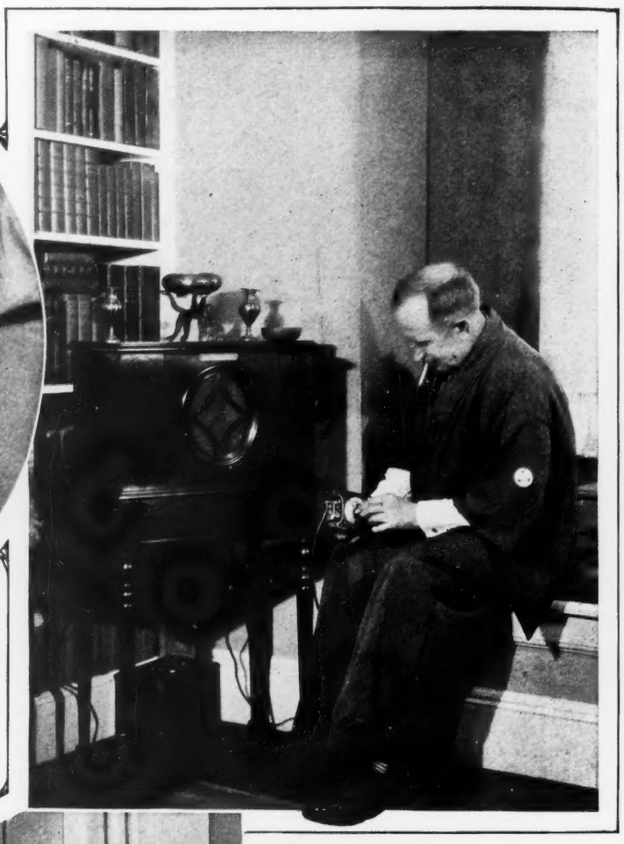
Remind your owner that the house he builds in 1926, will have to meet the electrical-appliance conditions of ten and twenty years hence. Show him how he can save money by wiring completely now. Revise carefully the plans for the wiring of all houses you finish up this Fall, so that these houses will not be incomplete, old-fashioned "back-numbers" on their owners' hands, in the electrical-appliance era that is ahead.

Clock Switches—Latest Convenience



A Handy Interval-Timer

which can be plugged in between the outlet and any appliance. Turn the pointer to the right the required number of minutes, and the appliance is switched on and will continue operating during the required interval



This Clock-Controlled Radio

will play after its owner his departed for bed, switching itself off after lulling the family to sleep. Next morning, it will rouse the household for getting-up exercises.

The Time-Switched Electric Water Heater

shuts off the current after a tank of hot water is ready.

The Clock-Thermostat (right)

for controlling oil-burners and other types of heating plants.

Electrical-Appliance Control

Applied to the Dishwasher

the clock-switch will continue the washing or rinsing operation for exactly the right number of minutes, and will then stop the machine, after which raising the lid dries the dishes by their own heat. The same plan of timed operation of an electric washing machine enables the home laundress to continue the washing for a definite time, after which the machine stops without further attention.

Makes the Range Automatic

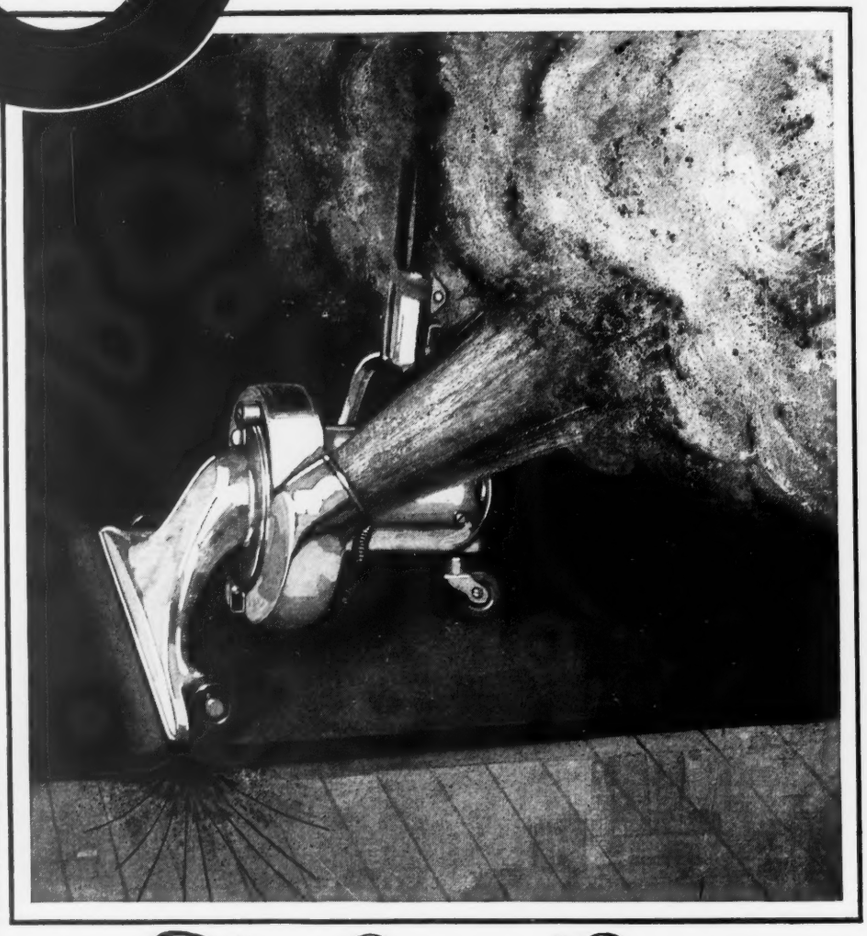
—with a clock mechanism on watch, the 1926 housewife can put her dinner in the oven in the morning, and go out for the day, leaving the clock to switch on the range at say 4 o'clock, and the thermostat to cut off the current when "dinner is done."

For the Fireless Cooker

the clock-switch mechanism is well-nigh indispensable. Turning back the pointer any desired number of minutes, turns on the oven or top element for just that period of time. This will complete the cooking or heating operation without waste of either electricity or the housewife's time.

Jan to July 1926

6 record



Remove the Bag—Watch it Pour!

Remove the bag—pass the Eureka over one small section of a rug with a quick, snappy stroke. You'll be amazed at the cloud of dirt discharged from the fan case. And remember, just a surface cleaning does not explain the torrent of dust and dirt. Yes, sir, "High-Vacuum", as built into the Eureka, gets the dirt—the deeply embedded dirt.

The Grand Prize

EUR

VACUUM

smashing MONTHS!

145,317 Eurekas Shipped—the Greatest First 6 Months Eureka Dealers Have Ever Known

Again a new world record for electric cleaner sales has been set!

25,831 more Grand Prize Eurekas were sold from January to July, 1926, than for the same period a year ago.

That's a 25% increase in units sold and a 32% increase in dollars and cents over the best previous first six months in Eureka history. Think of it!

Yes, sir! Eureka sales started up years ago and have never stopped climbing. Far more Grand Prize Eurekas are sold day in and day out than of any other "make" of electric cleaner. Every year Eureka's share of the total sales of the electric cleaner industry continues to be greater.

The verdict of popular approval and the nation-wide preference of buyers never pointed more plainly to any electrical appliance.

It must be plain to any dealer in electrical and household appliances who wants real sales volume and profit in electric cleaners that Eureka and Eureka alone presents an opportunity that fully meets these requirements.

Write or wire the factory for an interview with our nearest sales manager.

See the Eureka Exhibit at the Sesquicentennial Exposition, Philadelphia, Exposition Building

EUREKA VACUUM CLEANER COMPANY, DETROIT, U. S. A.

Largest Manufacturers of Vacuum Cleaners in the World
Canadian Factory, Kitchener, Ontario
Foreign Branches: 8 Fisher Street, London, W. C. 1, England: 58-60 Margaret Street, Sydney, Australia

(294)

EUREKA CLEANER

It Gets the Dirt

Revolut

The New Sunnysuds Provides the Most Sensational Dealer Advantages in the Industry!

The New Sunnysuds is the most advanced and revolutionary step in design, construction and washing principle that the industry has seen in years. It is built around 16 major features—features which make sales easier because they give Sunnysuds Dealers such powerful, unanswerable advantages.

It washes a batch of soiled clothing in five minutes. *It weighs much less than any washer of its capacity.* It has fewer moving parts than any other appliance of its kind. *It practically ends the perpetual and costly re-conditioning of demonstrators.* Its octagon shape is exclusive. It has a remarkable new washing action.

Its sales plan and discounts make the New Sunnysuds the most profitable Franchise in the washing machine industry

It's well worth considering. Your letter will bring complete information.*

SUNNY LINE APPLIANCES, INC.
DETROIT, MICHIGAN

Canadian Factory: Onward Manufacturing Company, Limited, Kitchener, Ontario
Foreign Sales Dept., 149 Broadway, New York City

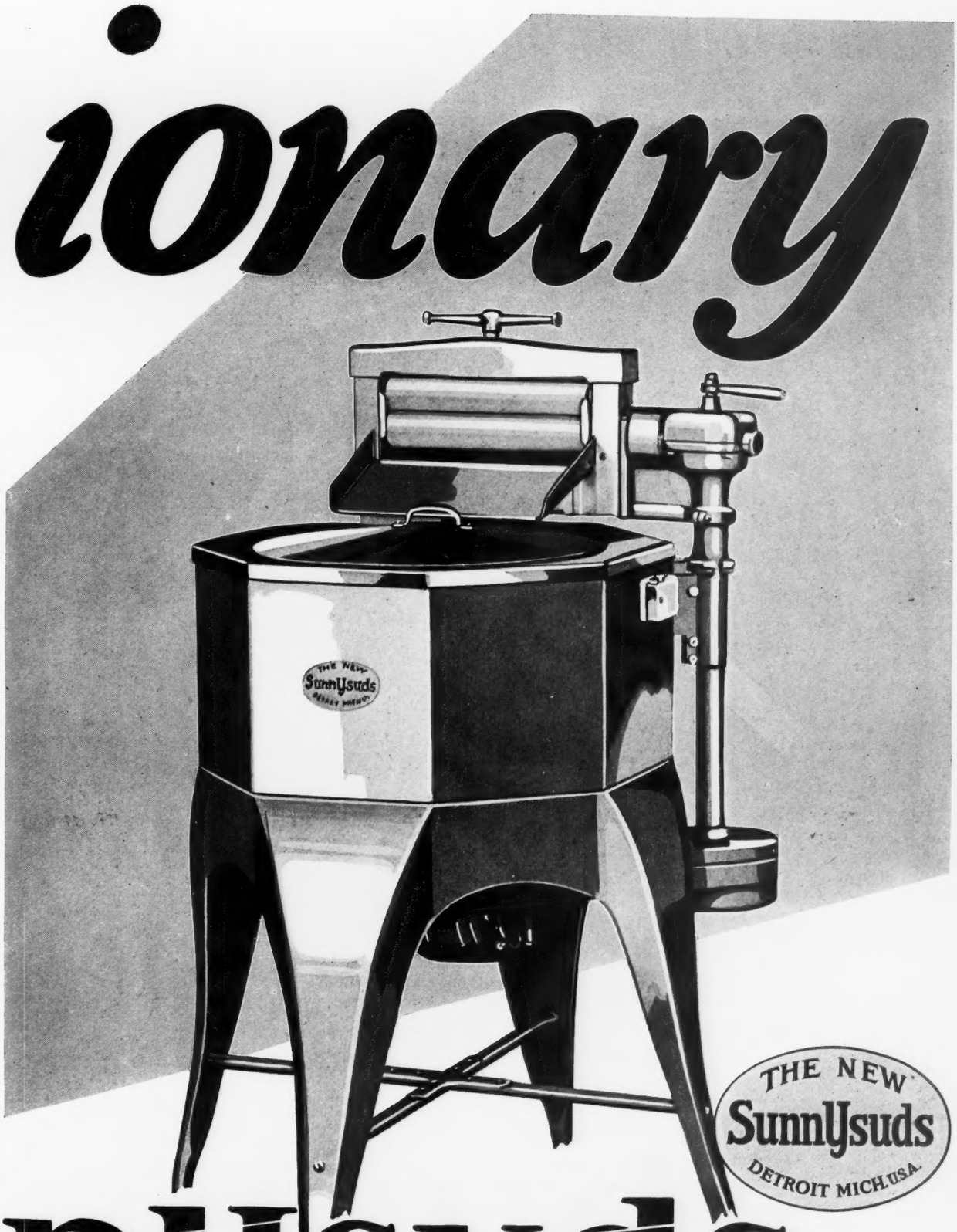
*We are now ready to discuss with any interested business men the possibilities of the Sunnysuds Franchise in the following cities:

BALTIMORE	OMAHA	SCRANTON
CLEVELAND	DENVER	DES MOINES
ATLANTA		WILKESBARRE

The New Sun

ELECTRIC WASHER

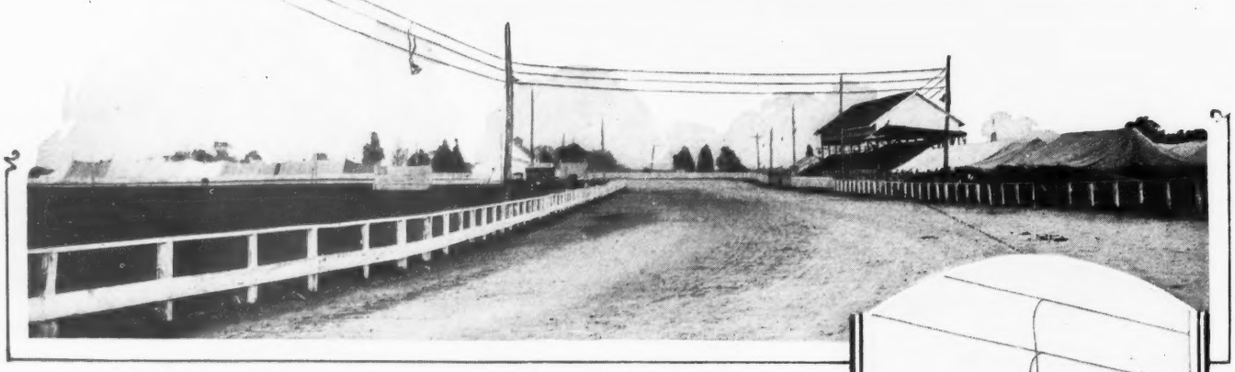
ionary



nysuds

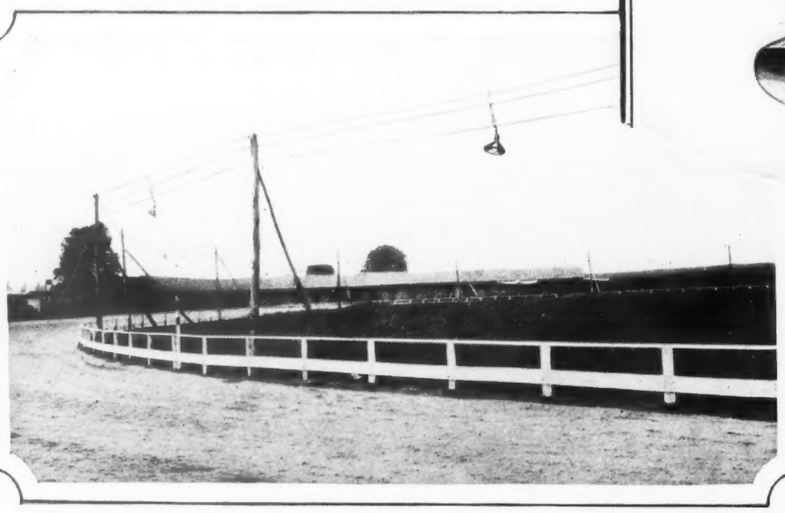
AND WRINGER

Electric-Lighting the Race-Track



A 750-watt lamp every sixty feet, provides uniform illumination for this racetrack at the Garden State Fair Grounds, Bridgeton, N. J. The Lyons Electric Appliance Company of Bridgeton installed the job, which cost $1,000

The poles are spaced 120 feet apart in the straightway, and sixty feet apart in the curves. They allow twenty feet clearance above the track.



Above: Forty-three of these units make it easy to distinguish the horses at any point on the track.

The Electragist's Place in the Industry

(*Continued from page* 86)

trical supply jobbers. Taking their purchases of $181,000,000 from the jobbers' total in the 'interested field' of $292,000,000, we find that there is left $111,000,000 which the jobber sells to central stations, non-electrical stores and in competition with his customers to industrials, over the counter and through the route of courtesy discounts.

"That the contractor-dealer buys but 15 per cent of his materials and supplies direct from manufacturer should silence the criticism that we have not played the game according to our rules.

"The 'Balance Sheet' shows that there were $152,500,000 worth of materials that the manufacturer sold without the aid of either electrical jobber or contractor-dealer, and there was a total of $111,000,000 which the jobber sold without the aid of the contractor-dealer.

Competitive Channels

"Two hundred and sixty-three million dollars worth of electrical products reached their ultimate destinations without passing through the contractor-dealer's hands!

"How did it go, you ask? Well, the central station merchandising department sold some, the non-electrical store some, the radio dealer some. How large a proportion each of these outlets handled we do not know, nor do we feel that there should be any complaint about their participation in the market provided they merchandise in a fair manner.

"There is, however, a large part of this $263,000,000 which represents direct competition by the manufacturer and the jobber with the contractor-dealer.

"The contractor-dealer absorbs approximately 45 per cent of all the materials in the groups in which he is interested. He would do more except that he has the following competition:

Legitimate Competition

"1. Central station merchandising department.

"2. Non-electrical stores and specialty stores.

"3. Radio stores.

Illegitimate Competition

"4. Electrical manufacturers selling direct to consumers.

"5. Electrical jobbers selling direct to consumers.

The Final Solution

"Unsatisfactory trade policies which have grown up are the result of an interlocking chain of thoughtless practices in which the Electragist frequently has been as much a party as any other group. These unsatisfactory practices vary greatly with local conditions, and the correction of them lies in an unselfish, broadminded, fair and intelligent effort on the part of our members to meet with their jobbers and central station representatives. These meetings should be frequent and wholehearted, and every effort should be made to bring all the facts before such meetings.

"The final solution of distribution problems can never be found unless the world were to reach a state of absolute stability without progress, without change. But interchange of thought and a common study of our conditions will establish confidence, and a mutual respect which is the foundation of fair dealing in business."

Talking the Other Fellow's Language

One of the first rules for conducting a successful conversation is to talk in the other fellow's language and on subjects which interest him. The Public Service Company of Boulder, Colorado, recently applied this same principle to its advertising for a sale of electric toasters, with the result that its stock was completely sold out before five o'clock on the first day.

Public interest for the moment was focused on the subject of "Buy in Boulder," one of the newspapers having undertaken a campaign to persuade people to patronize home industry rather than to purchase in the larger city of Denver, about thirty miles distant.

Boulder bakeries were among the industries which were thus to be fostered.

At this point, the Boulder office of the Public Service Company staged a campaign on electric toasters. "Why not conduct the conversation in terms of the subject on which current interest centers?" argued the commercial manager of the firm. In consequence, an arrangement was made with the four local baking firms—and an announcement was made to the public that fifty cents' worth of strictly Boulder-made bread would be given away with each toaster sold. This took the form of a certificate calling for fifty cents' worth of bread good at any of the bakeries specified.

Not only were the bakeries interested to the extent that one of them ran an advertisement of the toaster in its own copy, but the newspaper which had been featuring the buy-at-home campaign took occasion to comment in its leading editorial on the public-spirited action of the utility.

The Balance Sheet of Distribution

From Report of Trade Policy Committee A.E.I.

Total electrical products manufactured		***$1,398,058,686***
Products not intended for retail distribution:		
Exports	*$72,148,232*	
Products absorbed in power plants, transmission lines, substations, mines, industrial power plants, railways, telephone and telegraph industry, automotive industry, radio and wireless, naval equipment, assemblies for manufacture of other products, etc.	*849,812,493*	*921,960,725*
Balance for retail distribution of interest to contractor-dealers		***$476,097,961***
Manufacturers:		
Sold by manufacturers direct through central stations, non-electrical jobbers, industrial and commercial consumers, non-electrical retail outlets, and direct retail sales to public	*$152,500,000*	
Sold by manufacturers direct to contractor-dealers	*31,500,000*	*184,000,000*
Balance distributed through jobbers		***$292.000,000***
Electrical Supply Jobbers:		
Total volume of business	*$312,000,000*	
Deduct business not of interest to contractor-dealers: Automotive business, batteries, auto lamps, mining equipment, electric railway business, etc.	*20,000,000*	*292,000,000*
Jobbers' sales through central stations, non-electrical stores, industrials, retail sales and courtesy discounts		*111,000,000*
Jobbers' sales through contractor-dealers		***$181.000,000***
Contractor Dealers:		
Total volume of purchases	*$212,500,000*	
Purchased direct from manufacturers	*31,500,000*	
Total purchased from jobbers		***$181,000,000***

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes, with Henry L. Doherty, that:

"No business transaction is complete or fair unless the customer and the company both profit."

Who Is the Electrical Merchant's Competitor?

WE hear a great deal in the electrical trade about competition, and the electrical merchant complains of somebody else in the electrical trade who is taking money out of his pocket. So we have washing machine dealers, vacuum cleaner dealers and refrigerator dealers, for example, who make unfavorable comparisons with their competitor's merchandise and who center their sales activity in getting a sale away from some other dealer in their own trade.

The same is true of many manufacturers who are concerned with a direct competitive assault upon the other manufacturers in their field. Now is this good business? Instead of competition being within our trade are we not all competing for the consumer's dollar with every other trade and industry? And also, is it not apparent that those trades which are most skillfully competing for this consumer's dollar are the trades which are getting it?

Information which "Electrical Merchandising" is now assembling indicates that the electrical trade, as a whole, is working less actively to capture this consumer's dollar than their direct competitors. And by direct competitors is here meant, not other electrical men, but the automobile agent, the music dealer, the radio dealer, the oil burner dealer and others.

A COMPARISON of the amount of money spent in any town for local newspaper advertising is a good, if rough, indicator of the sales activity in those towns. Now, we find that, in a number of major American cities, the electrical trade is not spending, for this important local advertising, an amount proportionate to the amount spent by other trades who are admittedly selling a larger total of merchandise. For instance, in the city of Chicago, in 1925, there was approximately $250,000 spent for electrical appliance advertising in all Chicago newspapers. Half of this was spent by the Commonwealth Edison Company alone. Oil burner manufacturers spent, in this year, $500,000, and radio manufacturers spent $996,000 and local Chicago radio dealers spent another $350,000. Here is a picture of the radio trade in this one city spending over five times the total amount spent for all washer, cleaner, refrigerator and other electrical appliance advertising. Is it any wonder that more people come into stores to buy radio equipment than come in to buy electrical equipment?

In the city of Philadelphia in 1925, the total amount spent for electrical appliance advertising in all newspapers was $310,000, of which the Philadelphia Electric Company spent $50,000. Compare this with the $445,000 spent in this city for newspaper advertising by radio dealers and manufacturers, $460,000 spent by the music trade for phonograph and piano advertising, and the $1,510,000 spent by the automobile trade.

Detroit is a city where electrical appliances have an outstandingly large and active sales and we find there that electrical appliance advertising is about on a par with some other competing lines. The total amount spent for electrical appliance advertising in 1925 in Detroit newspapers was $216,000. The total radio advertising by manufacturers and dealers came to $292,000 and piano and phonograph advertising $291,000.

These are three of the large American markets where competition is at its height. They present no uniformity but do illustrate the extent to which competing trades cultivate the local market with that powerful stimulant, newspaper space.

THERE is still other competition which the electrical man has to meet. For instance, the sale of washing machines must meet the determined and active competition of the laundries, especially the wet wash laundry organizations which have made great progress in the last few years. To cite Chicago again, a recent investigation showed that in July, 1926, 350,000 families, nearly half the families in Chicago, were using this wet wash laundry service. This was an increase of 100,000 families over the previous year, an evidence of the activity of these laundry companies. In other cities so far heard from, these organizations are not so active as in Chicago, but their activity is growing.

These competing trades have many of the same advantages the electrical trade enjoys—a public acceptance and interest—merchandise useful and desirable—sales ability and capital for sales expansion. The trade which makes the most of these will get the farthest in the shortest time. The electrical trade will have its progress accelerated by the realization that its competition is not within itself but from all the other trades with the same objective: the public's money.

Profit from Shaded Light

ANY business must have objectives and a business to be most profitable in the long run must have objectives which increase the comfort and happiness of the consumer.

Properly shaded or diffused light conserves eyesight; makes it possible to utilize with comfort the quantities of light required for best vision; and does much to make a house a comfortable and charming home. The average home is less than half lighted. One third of the present ceiling fixtures are obsolete; one fourth of the sockets are without shades; one half of the existing shades should be replaced by proper ones. The number of utilitarian brackets should be trebled and the total wattage of lamp-bulbs should be doubled.

Nothing can contribute as much toward awakening a lighting consciousness in the householder as *proper* lighting—adequate, shaded, and diffused light. The sale of residential fixtures without shades is contributing nothing toward arousing a favorable attitude toward lighting on the part of the consumer. Exponents of proper lighting consider this a very charitable statement.

Are we conscious of the lesson of the portable lamp? The householder has accepted this piece of lighting equipment. Nearly ten million portables are entering the homes of this country per year. How many of these would be sold if they were not equipped with shades? Think about this seriously, for the popularity of the portable lamp demonstrates the value of shaded light both to the merchandiser and to the purchaser.

Something Else to Tell the Architect

LONG experience has raised the American home to a high degree of comfort, but the development of new household conveniences still discovers defects in dwelling design. The latest of these is the difficulty met with by those selling electric refrigerators that there is very frequently no adequate space provided in or near the kitchen for locating their equipment.

It is suggested that the electrical industry take pains to call to the attention of architects and builders the need for allowing space for this purpose and that it also be pointed out to them that householders usually select larger electrical refrigerators than they do ice boxes, a factor which must be taken into consideration when the house is built. They should further be advised of the desirability of installing a drain pipe which will connect the refrigerator to a permanent drain or to the outside, for convenience in defrosting. The installation of the refrigerating plant as a permanent part of the home to be included in its original plans is just as logical a move as the inclusion of a furnace and is an idea which is gradually finding favor.

Taking the Odium from Comparisons

THE question of "how much" electrical equipment will cost to operate and whether it will cost more or less than the old equipment now in use is a bugbear to most electrical men.

The two processes are, as a rule, not comparable—for the one involves heat, drudgery, wasted time, incidental expenses of cleaning, replacement and repairs, etc., etc.—all incidental items which should be counted as part of the running expense but which the customer does not consider at the time. The electric range, for instance is capable of economies of operation which are unknown to the gas range which it is replacing, but if the dealer begins to go into this explanation, the prospect is apt to feel that he is dodging the subject and that the result is really unfavorable to electricity.

One Western dealer has made it a rule never to give definite operation figures when asked for, but to state that these vary with conditions of operation. He does have at hand the experience of others, however, and is able to state that a household of five people, say, found that their combined bill for electricity and gas was such and such per month after the electric range was installed, whereas it was blank dollars (actual figures are given) before that time. Usually the comparison is favorable to electricity. By taking both lighting, cooking and other uses to which gas and electricity are put and giving totals, the advantage is shown which comes from the combination rate offered by most power companies, under which much of the electricity formerly used by the household at the lighting rate comes under the lower schedule.

This same idea is carried out in giving the cost of operation of other important appliances—total cost of laundry to an actual household being given, for instance when the wash was sent out and after the washing machine was installed. It takes a little trouble to acquire these figures—but almost any householder who purchases equipment from you is willing to tell you the result of the purchase after, say, its first three months of operation. Comparisons made in this way lose much of their odium.

What Price Electric Cooking?

IT COSTS nine-tenths of one cent per person to cook the average meal by electric heat, according to comprehensive figures recently collected by the Public service Company of Northern Illinois. These figures cover conditions in fifteen of its town- and small-city properties. Range rates in these places were three cents per kw.-hr. The families ran from three to five persons and the monthly bills (not including lights or other appliances) averaged $3.23.

"Cooking-by-wire" is *not* expensive. But many, who would otherwise be live prospects, continue to think that it is. That is why the above utility, for example, has found that under present conditions steady "informative" selling by thoroughly posted, mature, salespeople is producing better results than "high-pressure," terms inducement "sales."

The public must be properly enlightened as to the *facts* about electric cooking costs before the electric range will receive the stamp of enthusiastic popular approval which this "glorified" kitchen utensil so richly deserves.

A Moral About Attending Association Meetings

ONCE upon a time there was an electrical contractor who joined his local association and then was too busy to attend meetings. Presently the Department of Electricity of his particular city passed a new ordinance. It was discussed at the Association meetings, and finally O.K.'d by the organization before it was put into effect. Due notice was given to all concerned.

But the contractor was busy and somehow he did not learn of the new ruling. So when he bid for his next big job he did it on the basis of former requirements and lo! his bid was lower than all the others. Unfortunately he discovered later that he must use a more expensive type of construction to comply with the new requirements and the result was that he lost a considerable sum of money on the work. Now, he attends association meetings.

Below: A section of the machine department showing how the crane is used to place equipment in the exact position required. Note the clean and cheerful atmosphere in this light and airy shop.

Center: Stock shelves and drawers are of steel. A very complete assortment of wire and parts are kept to facilitate repair work.

Below: View of the well-lighted salesroom showing the 10-ton electric crane for handling heavy equipment. This connects directly to the delivery department and the shops.

Handling the Motor Job Within the Shop

EFFICIENT handling of the motor job within the shop is the factor which in most cases decides the profit or loss involved. The transportation of heavy equipment from one department to another not only involves expense in itself, but is a great factor in delay. With the high cost of skilled labor, this will mount up to quite an item in a very short time. It is therefore a matter of vital importance to have the shop itself so designed that a minimum of movement is required and to so route equipment that no delay is occasioned.

In laying out its new building, the Pacific Electric Motor Company of Oakland, California, has therefore considered it a matter of economy to install a model plant. It is figured that from one hour to three days' time is saved on each job by the use of conveniences provided—a not unimportant item in fixing the profit which will be the ultimate record of the work.

The building is roomy and well lighted. Office, estimating, planning room and salesroom are convenient and uptodate in equipment and appearance.

Repair jobs are recorded and tagged and sent to the testing panel which is arranged conveniently in the front of the shop. The equipment is thoroughly tested and the trouble conclusively diagnosed in a short time. Apparatus of a very complete nature is provided here with the idea that a prompt understanding of the difficulty is a great time-saver.

Excellent Working Conditions

Following the testing of the motor job, the equipment is disassembled. The electric crane is at hand for all transportation required. Low steel tables and a 50-ton press are provided in the assembly department.

All parts to be repaired are now transferred to the cleaning department adjacent to the disassembly room. This is also of fireproof construction equipped with exhaust fans making for perfect ventilation. From here the job is transfered to machine room or winding department.

Very complete equipment is provided in the machine room. Working conditions have been made as favorable as possible with good ventilation and excellent lighting. Work benches are heavy and wide with ample drawer space. Each workman is provided with one drawer under lock and key.

The winding department, which is located adjacent to the dipping room, is completely equipped with low steel tables for heavy work and rotating tables for the smaller winding jobs.

The initial cost of this layout was not more expensive than one which would have been haphazard and wasteful of time. It meant merely a consideration of the various phases of the business while the building was in the planning stage and a thoughtful forecast of operating conditions. The result is efficient workmanship resulting both in satisfied customers and in greater profits on each job.

An interpretation of the

1926 Code Revisions

By VICTOR H. TOUSLEY

Chief of Electrical Inspection, City of Chicago
Member of Electrical Code Committee, N.F.P.A.

THE Electrical Committee of the National Fire Protective Association at its February, 1926, meeting, made certain amendments to the National Electrical Code which will appear in printed form as a supplement to the 1925 edition of the Code. These amendments were approved at the meeting of the National Fire Protection Association held in May, 1926, and tentatively approved by the American Engineering Standards Committee during the same month. Many of the changes are of a grammatical nature and some simply a rewording of the rule for the purpose of making it clearer but with no change in the sense of the rule. There are, however, some important changes and an extract of these follows.

501. Open Wiring. Paragraph *j* changed and the words "of No. 8 or larger" omitted. As the paragraph now reads, wires of all sizes (including Nos. 14, 12 and 10) when used with solid knobs must be tied to the knob. The rule now prohibits a No. 14 wire, for instance, to be looped around a solid knob.

503. Conduit Work. Paragraph *b* has been changed in wording to remove some of the ambiguity of the old rule. There is no change in the general requirements of the rule. In paragraph *c*, the words "finished conduit" have been substituted by the words "rigid conduit." The rule really applies only to rigid conduit. Paragraph *o* has been materially changed. This rule, as it appeared in the 1925 Code, attempted to eliminate the more or less hazardous conditions which occurred where cables are deflected where they enter and leave a cutout cabinet. While the intent of the rule was quite proper it was difficult to enforce its requirements and the rule has now been superseded by a much more definite and workable one. The new rule reads as follows:

Gutter Required in Cable Cabinet

o. Vertical wires of No. 1 or larger shall not be deflected where they enter or leave a cabinet unless a gutter having a width in accordance with the following table is provided.

Capacity of Feeder Connection Amperes	Maximum Width of Gutter Inches
100	3
200	4
400	6
600	8
800	10
1,200	12

The usual practice in a cabinet is to carry the vertical risers directly through, without deflection, either a back wiring space or a gutter at one side of the cabinet. Where, however, it is desired to deflect the risers and carry them around the cabinet, the cabinet must have a gutter of the size shown in the table.

504. Other Wire Raceways. The heading of this section has been changed to "Raceways for Surface Wiring." This change has been made to distinguish between raceways for surface wiring and underfloor raceways, and raceways for extensions in fireproof buildings as referred to in *503 b*. Paragraph *504 a*, has been revised by adding the words in parentheses "(except for concealed extensions as provided in paragraph *b*, of Section 503, of this Article)." Paragraph *f* has been extended to permit 4 No. 12 wires in metal raceways where the previous rule allowed only 4 No. 14 wires. Paragraph *g*, which is the general rule requiring all polarities in one raceway, has been revised by adding the words "except for concealed extensions as provided in paragraph *b* of Section 503, of this Article." The sense of this change is to allow one wire in a raceway for extensions in fireproof buildings, the current being so small and the run so short that the inductive effects are negligible.

Gutter in Cabinet

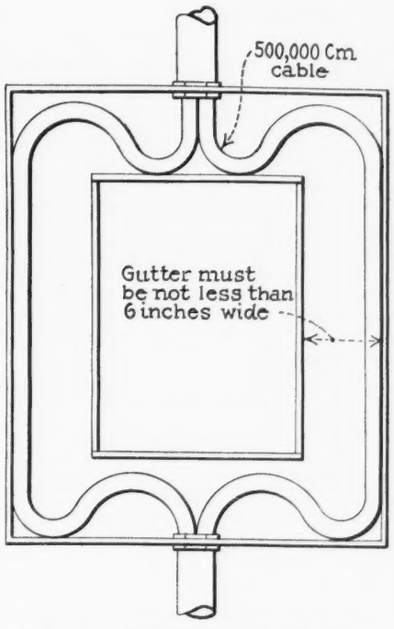


Diagram showing gutter width required for deflection of cables in cabinets. Section 503-o

505. Armored Cable. Paragraph *b* has been reworded in much the same manner as the corresponding rule on conduit work. The sense of the rule is the same as formerly but the rule is made more clear and definite. It provides for extensions in fireproof buildings.

The numbers of the sections on "Decorative Lighting Systems" and "Insulation Resistance" have been moved along two numbers to provide for the two new wiring methods and these sections became 508 and 509 respectively.

Complete Rules for Various Forms of Duct

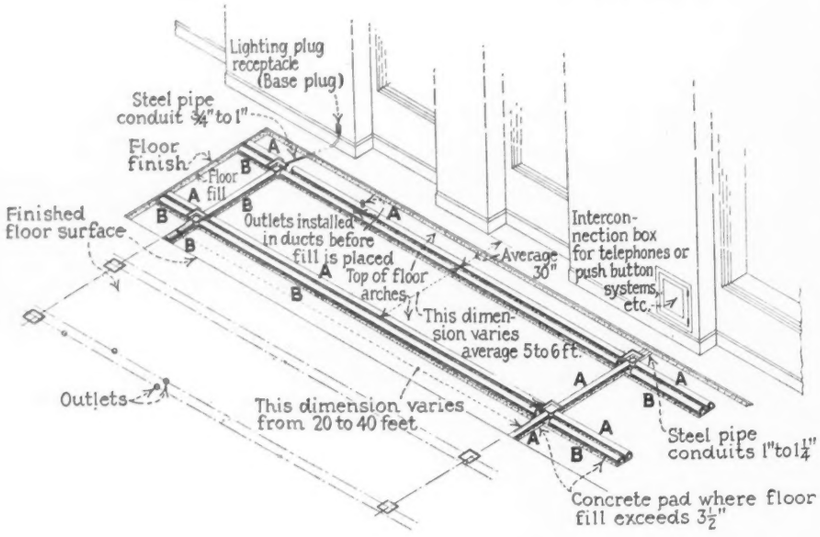
506. Underfloor Raceways. This is an entirely new section and covers a form of construction now quite popular in buildings used for offices and similar purposes. Before the concrete floor is laid, ducts are placed in parallel runs throughout the area to be provided for. The distance between the ducts varies but they are placed close enough together so that, no matter where a desk may at some future time be located, it is possible to obtain an outlet for it. These ducts terminate at each end of the run in floor boxes and the duct is run in a straight line from one floor box to another. The duct is covered by the concrete floor. All that is necessary to locate a duct is to draw a chalk line between the center of the floor boxes; the duct lays directly under this line.

In some systems small outlet fittings are attached to the duct when laid and these fittings come flush with the finished floor. In other systems openings are made through the floor only as desired and fittings are inserted in the duct. The new section 506 gives as follows, the complete rules for the installation of the various forms of duct now manufactured.

506. Underfloor Raceways. (*New Section.*)

a. Underfloor raceways shall be used only in dry locations in buildings of fire-resistive construction when embedded in the concrete or concrete fill of the floor and where the maximum difference of potential between the

A Popular Form of Office Construction


Lighting plug receptacle (Base plug)
Steel pipe conduit ¾" to 1"
Floor finish
Floor
A fill
Finished floor surface
Outlets installed in ducts before fill is placed
Top of floor arches
Average 30"
Interconnection box for telephones or push button systems, etc.
This dimension varies average 5 to 6 ft.
Outlets
This dimension varies from 20 to 40 feet
Steel pipe conduits 1" to 1¼"
Concrete pad where floor fill exceeds 3½"

A typical underfloor raceway layout for open-space type offices

wires installed therein does not exceed 300 volts.

b. Underfloor raceways shall be of an approved type and may be placed in the concrete fill between the rough and the finished floor when there is at least 1 inch of concrete placed above the raceway. Open bottom types of underfloor raceways shall not be used in floors of monolithic construction. Other types of underfloor raceways shall not be used in monolithic construction floors without the consent of supervising structural authorities having been obtained in addition to the approval of the authority enforcing these regulations.

Other Types of Raceway Layouts

c. Open bottom types of underfloor raceways shall not be used in shallow floor concrete fills unless proper cover is maintained and a pad of 1 inch concrete or approved fittings protect the wiring from contact with piping, structural steel or other obstructions. The raceway shall only be laid on a smooth clean surface and in deep concrete fills, it shall be brought to the proper level by setting it on a concrete pad of proper thickness and at least twice the width of the raceway.

d. Underfloor raceways shall be laid so that a straight line from the center of one junction box to the center of the next junction box will coincide with the center line of the raceway. Raceways shall be made mechanically secure to prevent disturbing this alignment during construction.

e. All joints along edges of raceways and between raceways, couplings and junction boxes, and between the junction box cover plates and cover ring shall be filled with an approved waterproof cement. Raceways with their fittings shall be so arranged that there will be no low points or traps at the fittings or in the raceway run. Crossings shall be avoided wherever possible.

f. Where raceways are run at other than right angles, special fittings shall be provided if, in the judgment of the authority enforcing these regulations, these are necessary. Connection between raceways and distribution center or side wall outlets shall be by means of conduit or approved fittings. All dead ends of raceways shall terminate in a junction box or other approved fitting.

g. Inserts or outlets in raceways shall be made in an approved manner wlith approved fittings and shall make a tight contact. In the case of metal raceways, inserts shall be well grounded to the raceway. Inserts in fibre raceways shall be screwed into the fibre and shall not be set until floor is laid unless inserts are made mechanically secure by separately grouting them in. All inserts and junction boxes shall be carefully leveled to the floor grade and sealed with an approved watertight plug.

The Necessity for Using Special Tools

h. Care shall be exercised in setting inserts and when cutting through the raceway wall that chips and other dirt do not fall into the raceway. Special tools designed to eliminate this objection and to prevent the tools entering the raceway and injuring wires already there, shall be employed.

i. Metal raceways and all metal fittings shall be suitably protected from corrosion.

j. Raceways shall be continuous from outlet to outlet or from approved fitting to approved fitting.

k. Underfloor raceways of metal shall be grounded as prescribed for other metal wiring raceways in Article 9 of this Code, and at a point as near as practicable to the source of supply; provided, however, that this requirement shall not apply to isolated raceway runs not exceeding 25 feet, when these runs are free from metallic contact with the ground and from adjacent grounded metal and are guarded when within reach from grounded surfaces.

l. When combination underfloor raceways are used both for signal and for lighting and power wires, the different systems shall be run in separate compartments and the same relative posi- maintained throughout the premises, in which case the provisions of paragraph *j*, Section 503, and of paragraphs *a* and *d*, Section 6003, of this Code, shall be considered as having been complied with. Signal wires and wires for light, heating and power circuits may be run in the same compartment of underfloor raceways if all of the wires of either system are encased in non-combustible tubing or metal armor.

m. Where open bottom raceways are used approved double braid rubber-covered wires, Type RD, or armored cable shall be used. Where it is impossible to install the 1 inch pad or cement base crossing other conduits or structural steel, only armored cable shall be used for branch circuits. Wherever armored cable is used, it must be grounded in accordance with Article 9 of this Code.

No Joints or Taps in Raceways Proper

n. Wires shall be of approved rubber-covered type, Type R, and shall be continuous from outlet to outlet, or from fitting to fitting, no joints or taps being located in the raceway proper. Joints or taps shall be made in a junction box by splicing and soldering or by use of an approved terminal fitting. Armored cable shall be secured at the outlets by approved fittings.

o. Not more than 10 wires nor any circuit protected by fuses larger than 15 amperes at 125 volts or less, 10 amperes at 125 to 250 volts and where armored cable is used, not more than four, 2-conductor cables shall be placed in any one raceway and this number shall be reduced where in the judgment of the authority enforcing these regulation it is necessary.

p. Wires shall not be drawn in until all mechanical work on the building has been completed.

q. Where alternating current is to be employed in connection with metal raceway work, all wires of a circuit shall be placed in one raceway.

r. Junction boxes shall not be used as outlet boxes and the distance between junction boxes shall not exceed 60 feet.

507. Non-Metallic Sheathed Cable. This also is a complete new section covering this much-discussed method of wiring.

602. Rubber-Covered Wire. Paragraph *g*, which covers marked or identified wires, has been materially reworded, The entire Section 602 is intended to cover only the construction of rubber-covered wire. In the 1925 edition of the Code paragraph *g* went into the matter of installation rules and considerable controversy resulted from its wording. In the late revision it has been made a purely construction

rule with the installation features covered by *611 t.*

603. Flexible Cords. Paragraph *b* has been revised by adding the words "of flexible cords" into the rule which now reads: "Each conductor of flexible cords for general use shall have a carryying capacity not less than that of a No. 18 wire."

Pargaraph *603 d,* sub-paragraph *11,* has been revised. This paragraph covers the use of heater cord. The previous rule required heater cord on all heating devices of over 250 watts. This has been changed so that the rule applies to heating devices of more than 50 watts, but exempts from the heater cord requirement those devices having no exposed surfaces of a temperature in excess of 250° Fahrenheit with which the cord is liable to come in contact. A percolator or a toaster, for instance, having no surface at a temperature of over 250° Fahrenheit does not have to be provided with heater cord. Paragraph *603 f,* covering the marking or identification of flexible cords, has been slightly reworded to bring it in accordance with the present practice.

Original Weather-Proof Wire Rule Revised

609. Weatherproof Wire. Originally the rule required three braids on weatherproof wire but this has been revised to allow the acceptance of new types of weatherproof wire where the insulation is laid on instead of being braided.

701. Outlet Fittings. Paragraph *i,* which provides for the supporting of outlet boxes with exposed conduit work has been amended to accept boxes supported by the conduit where the box is threaded or where boxes with the new type compression fitting are used.

Article 16. The previous article heading "Electrically Heated Appliances" has been changed to "Electrical Appliances" and the text of the article has been revised to correspond. According to *807 a,* "Appliances are current consuming devices for domestic or general commercial use, such as heating, cooking and small motor operated devices, etc., suitable for use on 15 ampere branch circuits." This change broadens out considerably the scope of the rule and in providing a section of the code for these constantly increasing and important devices a decided improvement is made in the code. Paragraph *1602 c,* which refers to cords for electrical heating appliances, has been revised to correspond with the change described in *603 d,* paragraph *11;* heater cord being required only on devices where the cord is liable to lay on the heated parts of the appliance.

3102. Elevators, Wires and Cables. This rule has been changed to correspond with present-day practice and the requirement of a flameproof outer cover for the operating and lighting cables has been removed from the rule.

3302. Garages—Wiring. Paragraph *a* has been amended to permit the use of metal surface wiring raceways in all portions of a garage. The previous rule allowed metal raceways only in offices and show rooms. Paragraph *b* of *3302* has been amended to include in the four foot above the floor requirements, "cutouts, switches, attachment plug receptacles and fixed lamp holding devices." This requirement was originally contained in paragraph *3307 a,* which is now omitted.

This is an interpretative discussion of the 1926 Code revisions by a nationally-known inspection authority. New rules, and changes in the old rules, are explained.

3303. Garages—Portables. Paragraph *b* has been rewritten to improve the wording. The rule is also more explicit in requiring the lamp guard to be attached to the socker or handle. The rule is also modified to include not only sockets of moulded composition or metal sheathed porcelain sockets but "other keyless sockets approved for the purpose."

3304. Garages — Charging Cables. Paragraph *a* has been reworded to include, in cables for charging purposes, not only stage cable but the new and very successful "hard service cord." Paragraph *b* has been amended to provided for overhead charging cables by the addition of the sentence: "Where plugs for direct connection to vehicles are suspended from overhead wiring they shall hang at least six inches above the floor and no connectors need be placed in the cable or at the outlet."

3306. Garages—Generators and Motors. Paragraph *a* has been revised and reads as follows: "Generators or motors which do not actually form part of the vehicle equipment shall be of the totally enclosed type or shall be so located that unenclosed sparking or arcing parts are at least two feet above the floor. Generators and motors, unless of the totally enclosed type, which are located more than two feet but not more than four feet above the floor, shall be equipped with wire screens of not less than No. 14 mesh, placed over openings at the commutator end." The important change is in the permission to mount motors two feet above the floor when the commutator end of the motor is equipped with a screen of No. 14 mesh or finer.

3502. Paragraph *f,* which allowed motion picture machines to be driven by a motor "only by permission of the inspection department," has been stricken out of the code. This rule was inserted in the code at a time when motion picture machines were generally driven by hand and it was feared that the use of a motor would cause the operator to neglect the machine and thus increase the hazard. The reverse has proven true, the use of motors is now general and the rule has become obsolete.

3504 d. This rule, which originally required that in projectors of the non-professional type rheostats, transformers, switches, etc., "to be attached to and form an integral part of the projector or its housing," is no longer justified and this requirement has, therefore, been omitted.

3802 c. Signs. The rule on the constructions of signs has been corrected to provide for open wiring on signs on roofs or open ground where not subject to mechanical injury as covered in Section 3805.

3804 e. This rule, which covers the wiring of signs has been amended by adding a new, self-explanatory sentence: "Where conduit work is used it shall be made weatherproof."

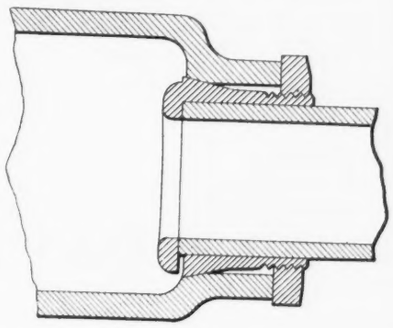
Rating of Lamp Sockets and Receptacles

Article 40. Small Isolated Plants. A new paragraph *4002 b* has been added: "Lamp sockets and receptacles shall be rated at not less than 40 watts each, for purposes of installation."

Article 60. Signal Systems. Paragraph *6002 g* has been revised and where the previous rule required that the wires from the last outdoor support to the protector have $\frac{1}{32}$ inch rubber and the bunched wires be covered with a braid, the new wording allows the option of a braid on the individual wires. A new paragraph *6002 i* has been added as follows: "The preceding paragraphs *g* and *h* shall not apply where the wires enter a building in the form of a cable such as is described in paragraph *f* of this section nor where the entire street circuit is run underground and the circuit within the block is so placed as to be free from chance of accidental contact with electric light or power wires of over 250 volts."

6003 e. A new paragraph has been added as follows: "Transformers or other devices supplying current to signal systems from electric light or power circuits shall be of a type expressly approved for such service. The secondary wiring shall conform to the requirements of the article and the primary or the charging circuit wiring to the requirements of articles 1 to 19 inclusive of this Code."

This Type Acceptable



Typical new type of compression fitting as referred to in Section 701

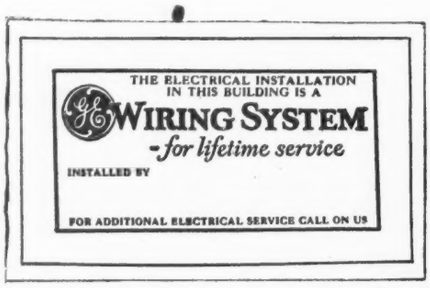
"DEALER HELPS" *the Manufacturers Offer*

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

For Future Wiring Jobs

While the original wiring installation is being made is a good time for the contractor to provide for future wiring business. Additional wiring work is required in all electrically serviced buildings from time to time and unless the contractor has made proper provision for future work the contract may go to anyone enterprising enough to get it

To keep the contractor's name on the job, in plain view for ready reference, the General Electric Company has prepared two identification cards—one for the panel board (GES-35) and one for the entrance switch (GES-36)—both designed to fit slots provided for them and both imprinted with the name and address of the contractor who made the installation. These cards may be obtained from local G-E merchandise distributors.



Designed to get future contracting work is this identification card to be left on G-E wiring jobs. It fits a slot provided for it on the cover of the entrance switch.

Shapiro & Aronson, Inc., 20 Warren Street, New York City, have a price tag, designed in three colors, for distribution to its dealers, free. The tag is the customer's guarantee that he is getting a genuine S & A fixture and makes selling easier by tying up with the company's advertising.

The Simplex Electric Heating Company, Cambridge, Mass., has available for the fall buying season sales helps on its heater and heating pad. There is a three-piece heater display, a counter heater element display, a heating pad display stand, three-color window strips and a giant reproduction of the company's two-page spread which is to appear in the September 25 number of the *Saturday Evening Post*.

How the new "Super-Simplex" display looks when set up in a window. The background is unusually appropriate and gives the impression of a cheerful kitchen in which it is no hardship to work. This window was put on in the new store of the W. A. Wieboldt Company, one of Chicago's large department stores and created much interest.

Life-Size Cut-Out Demonstrates Ironer

An attractive housewife, in a crisp morning dress, comfortably seated at the electric ironer while she smilingly gets through the family ironing, is the center of the new display of the American Ironing Machine Company, 100 East Ohio Street, Chicago. This new display, which demonstrates the "Super-Simplex" ironer, consists of a life-size cut-out of a woman seated at the ironer. Motion in the display is provided by a moving arm which is hinged to the body and fastened to the touch control and feed board of the ironer. A special mechanism for the machine is furnished which automatically starts and stops the ironer at intervals of about 30 seconds.

The display is sold at a cost of $17, which includes the mechanism which operates the ironer and the cut-out and the new Pease clothes tree which serves as a background. Other material, including trade mark signs, window posters, proofs of newspaper advertisements and advertising literature is provided free. In addition there is a direct mail service which the company is offering its dealers.

Directory of Guaranteed Merchandise

Like an open sesame to sales is *Good Housekeeping's* stamp of approval on merchandise. The housewife is assured by this mark that the article on which it is placed has been carefully tested, tried out and found good. To manufacturers on whose goods this stamp is placed and to retailers who sell this approved merchandise, it has great sale value.

To place at the disposal of those interested a list of the merchandise approved by its Institute, *Good Housekeeping* has issued a directory bound in red linen. How this booklet helps retail sales is pointed out in the introduction: "Advertising managers use the information to run copy in their newspaper announcements, listing the products their store carries that are guaranteed by *Good Housekeeping*. This effectively ties up the store to the preference thousands of women in every section of the country have for goods advertised in *Good Housekeeping*." Samples of advertisements, published by leading stores, may be had by any one interested. There is also available for display purposes, large cards, with the guaranty printed on them in big type.

This directory is published semi-annually and is sent free to any responsible merchant asking for it.

"Electric-Time-in-Your-Own-Home" Campaign for Central Stations

In a new merchandising plan prepared by the Warren Telechron Company, Ashland, Mass., it is pointed out that the electric company is now selling its customers light, heat and power with the possibility of another electric service,—correct time.

The plan calls for extensive work over a period of one month to six weeks, and each unit in the campaign has been carefully laid out to do a definite piece of work. The campaign covers three units,—newspaper advertising, direct mail advertising and window displays. Several suggested newspaper ads are included in the plan as well as direct mail pieces and set-up window displays.

"The good will resulting from the inauguration of a Washington-Time-in-Your-Own-Home servce will be invaluable," one reads in the introduction to this plan. The merchandising profit and the load building factor, although important, need not be considered at all at this point, for the new service feature offers a real opportunity for good."

Mats of all newspaper advertising or electrotypes are furnished without charge and the company's advertising counsel will prepare a complete campaign for the electric company and supervise its insertion as well as all direct mail matter without charge except for its space and the cost of material used.

What Constitutes a Good Window Display?

According to a survey made among window display experts there are no less than twelve important points to consider in arranging a good window display. What these points are may be gathered from the list below, which is arranged according to the number of votes each received:

1. Power of attraction.
2. Color harmony.
3. Sales power of the display.
4. The merchandise exhibited.
5. Arrangement (including background, setting and accessories).
6. Balance.
7. Lighting.
8. Uncrowded appearance.
9. Cleanliness.
10. Timeliness.
11. Originality.
12. Window cards.

In the "Handbook of Window Display" from which the foregoing outline was lifted, each point is discussed in detail in an interesting manner. The author, William Nelson Taft, editor of the "Retail Ledger," says of his book that "it is an effort to outline the ways in which success may be obtained in window display and to stress the importance of certain factors which are still too often overlooked."

The manual covers the subject completely and its principles are applicable to any type or size of store. Among the chapters may be found general information on the show window, "What is a Window Worth?" "Classification of Window Displays," "Effective Use of Dealer Helps," "Value of Motion," "Use of Color in the Window," "Preparation of Window Cards," "Window Background," "How the Window Should Be Lighted," etc. Published by the McGraw-Hill Book Company, 370 Seventh Avenue, New York City, $5.

The Line Material Company, South Milwaukee, Wis., has published its sectional catalog No. 26, covering its street lighting and distribution equipment, including street-lighting fixtures (ornamental and scientific), lamp posts, bracket fixtures, Hood's multiple street-lighting system, lightning arresters, service racks, etc. Charts showing comparative curves, calculations or horizontal illumination, comparative data on three general types of series street-lighting construction and installation suggestions are included.

"Industry's Electrical Progress" is the title of a new and interesting publication issued by the Cutler-Hammer Manufacturing Company, Milwaukee, Wis. In this booklet, it is pointed out that the competitive advantages which electric power brings to industry lie in the effectiveness with which electricity is utilized. After showing that the consumption of electricity for industrial purposes has increased 3,000 per cent since 1905—and almost doubled since 1921—the book calls attention to the progress which has likewise been made in electrical equipment, particularly in motors and motor control apparatus. Numerous examples of outstanding accomplishments of correct motor control equipment are given. The book is sent free to any one requesting it on his own letterhead.

The Standard Electric Stove Company, Toledo, Ohio, has some new leaflets and printed matter just off the press on its cookers, hot plates and griddles, electric urns and ranges.

The Radio Corporation of America, in distributing its sales help material, advises dealers to order cuts, display material, etc., direct from the nearest RCA district office advertising representative and not from the distributor. If on any particular occasion, certain sales helps are obtainable from distributors, the company announces that due notice of the fact will be given. Distribution of this material is handled in the western district by J. R. Bullock, 28 Geary Street, San Francisco, in the central district by E. C. Carlson, 10 South La Salle Street, Chicago, and in the eastern district by C. T. Wandres, 233 Broadway, New York City. Most RCA dealers are familiar with this procedure, but occasionally a request is received from a distributor for a supply of material for one of his dealers. In such cases much time is lost before the dealer can be advised to reorder in the correct way, which is through his RCA district office.

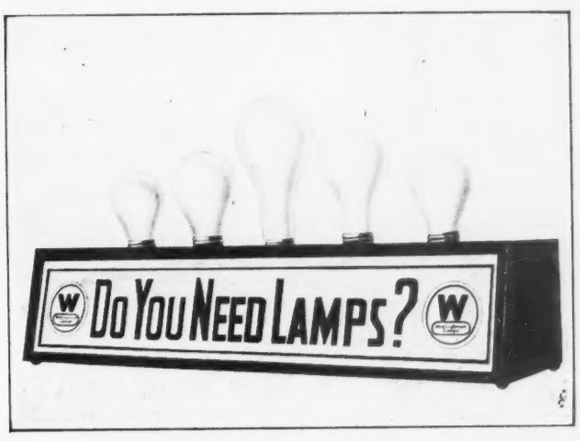
"The G-E Farm Book," issued by the General Electric Company of Schenectady, N. Y., as publication GEA 444, is a 32-page illustrated booklet devoted to rural electrification. The uses of electricity on the farm and in the farm home are discussed in an interesting manner. Copies of the book may be secured from electric light companies or from the General Electric Company at Schenectady, N. Y.

The Phoenix Glass Company, Pittsburgh, Pa., has devoted its Catalog 41 to Colonial cut glass. Many adaptations of Early American glassware are incorporated in the Colonial line.

Reminding the Customer to Buy Lamps

As a reminder to the electric shop customer to buy long-needed lamps the Westinghouse Lamp Company, 150 Broadway, New York City, has prepared for its dealers a new inside sign on which is imprinted in sharp, clear-cut letters, "Do You Need Lamps?" The letters are illuminated by a lamp inside the sign.

By placing the sign on top of a glass showcase, the inside lamp gives very satisfactory illumination of the contents of the showcase at no additional cost. The sign can be used with a flasher, thus increasing its attention-compelling value. It has sockets for the five lamps of the new standard line, so that the lamps may be displayed in full view of the customer, stimulating interest in the new line and resulting in sales of needed or extra lamps.



Designed to display the five lamps of the new standard line, the new inside lamp display sign of the Westinghouse Lamp Company brings about many forgotten lamp purchases. It is made of metal and glass and is finished in orange and black.

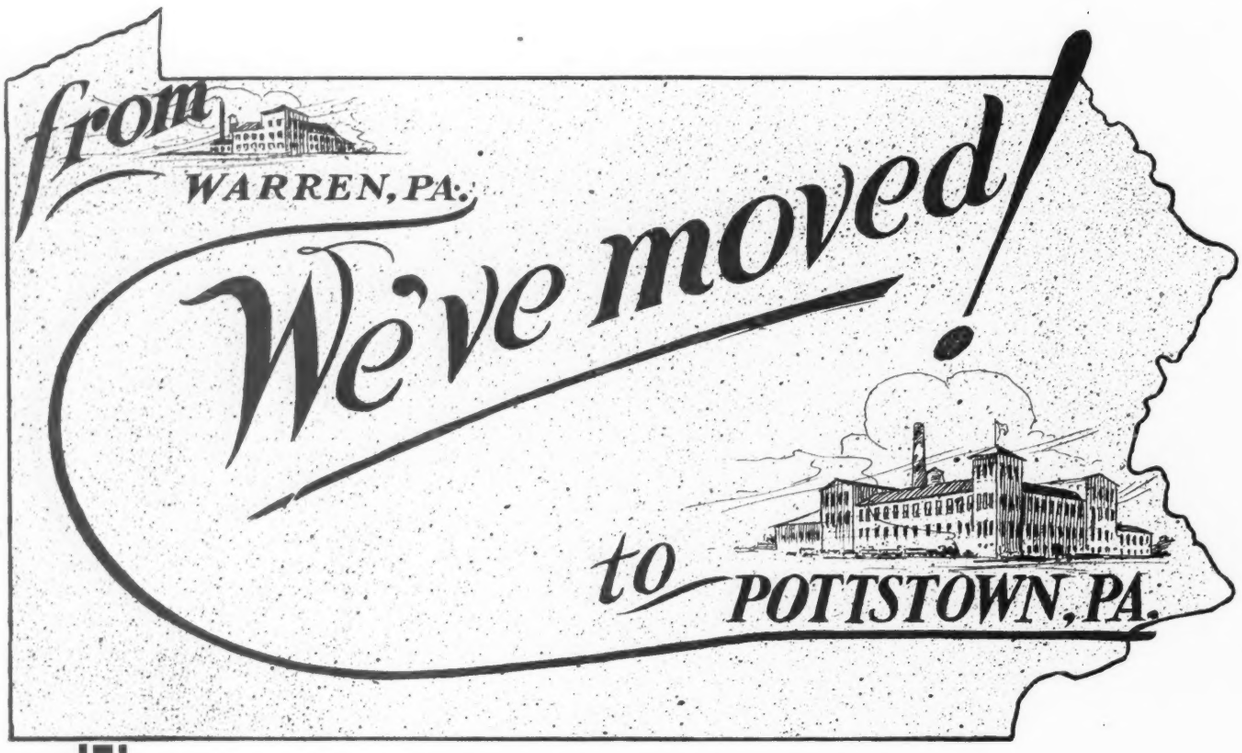


FIG. 1
Sepco 15 Gallon Storage a Real *"Thermo Bottle"*
Type 1515—1500 Watts
Type 1530—3000 Watts
Type 1545—4500 Watts
110 or 220 Volts

—because of the increased demand for Sepco Products

It was inevitable!

The steady, rapidly increasing demand for Sepco Products forced us to seek larger quarters, greater manufacturing facilities and a more strategic distribution point.

The superior merit of the product and the enthusiastic loyal cooperation of Sepco dealers and field factory representatives have given the Sepco heaters their present high place in the field. This cooperation will be even greater, now that the expansion is available.

Sepco heaters, glue and solder pots, radiators, fuel oil heaters and temperature controls are manufactured on sound engineering principles.

Your selling points are many. The demand is already great. Utilities have been advertising and pioneering for many months. Cash in on it! Write today.

Sepco **AUTOMATIC ELECTRIC WATER HEATER**

AUTOMATIC ELECTRIC HEATER CO., 1505 Race St., Philadelphia, Pa.
FACTORIES: Pottstown, Pa., and Toronto, Canada

News of the Electrical Trade

Electric Sign Manufacturers Initiate Market Development Program

The advisory committee appointed by W. W. Freeman, president of The Society for Electrical Development, to sponsor and direct the electrical advertising co-operative market development program, were in full accord:

1. That the organization of sign manufacturers for the establishment of business practices which will aid in developing the market profitably is desired by everyone in the industry.
2. That the program be initiated without further delay by underwriting the minimum organization expenses, preparatory to inviting the united support and membership of companies and individuals engaged in or interested in the sale of commercial electric signs, spectacular electric displays, illuminated poster panels or painted bulletins, traffic signals, directional signs, etc.

It is planned to present the program before the Electric Sign Division of the Out-door Advertising Association of America at a meeting to be held in October, and also to set up the program in conjunction with the International Associated Advertising Clubs.

Westinghouse Electrically-Heated Homes Ready Oct. 1

Near the East Pittsburgh works of the Westinghouse Electric and Manufacturing Company, the company has opened an allotment under the name of the Interborough Improvement Company where it has built about 130 homes that have been sold to employees. This year the company is building twenty-seven new homes for sale to employees and these homes are being wired under the Red Seal plan.

All of these houses will have wiring that has been approved by the Electric League of Pittsburgh. The bath rooms will be equipped with solar-glow heaters and the kitchens will be equipped with automatic electric ranges.

In addition to this, heating tests are being conducted on three duplicate houses: One house is to be heated with coal, a second with electricity and the third house is to be heated with electricity but insulated with 2 inches of Armstrong cork-board insulation.

Although these tests are being conducted by the Westinghouse company, the Armstrong Cork Company is co-operating and furnishing the insulation material and the Duquesne Light Company is furnishing the power, as well as a number of the instruments for obtaining data. It is expected that these houses will be occupied by October 1.

Conventions Coming

CAMP CO-OPERATION VI, *Henderson Harbor, N. Y., Sept. 1-4.*

ILLUMINATING ENGINEERING SOCIETY, *Spring Lake, N. J., Sept. 7-10.*

N.E.L.A., PENNSYLVANIA ELECTRIC ASSOCIATION, *Bedford Springs, Pa., Sept. 8-10.*

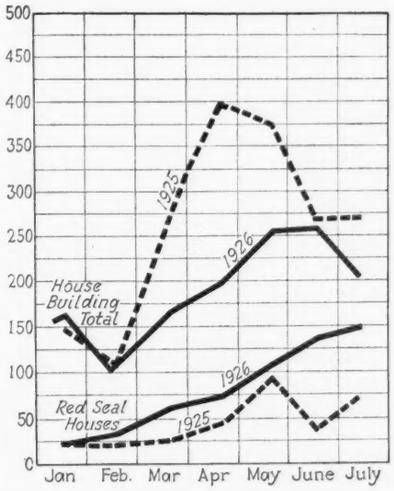
N.E.L.A., ROCKY MOUNTAIN DIVISION, *Glenwood Springs, Colo., Sept. 12-16.*

N.E.L.A., NEW ENGLAND GEOGRAPHIC DIVISION, *Poland Springs House, So. Poland, Me., Sept. 21-23.*

N.E.L.A., GREAT LAKES GEOGRAPHIC DIVISION, *French Lick, Ind., Sept. 23-25.*

EMPIRE STATE GAS & ELECTRIC ASSOCIATION, *Lake Placid Club, N. Y., Oct. 4-5.*

Red Seal Activity in Toronto



The above chart by the Electric Service League, Toronto, Canada, shows the contrast between 1925 and 1926 Red Seal operations up to July. Over the whole of 1926, so far, Red Seal houses are 41.2 per cent of the total building.

Illuminating Engineering Society Convention September 7

The Illuminating Engineering Society will hold its twentieth anniversary convention, commemorating its founding in 1906, at Spring Lake, N. J., from September 7 to 10, 1926. A comprehensive papers program has been arranged, and will include subjects of scientific, commercial, and practical interest.

Three New Red Seal Licenses

The Society for Electrical Development advises that licenses to operate the Red Seal Plan have recently been granted to the Albany Electric League, Albany, N. Y.; The Electrical League of Columbia, S. C., and The Electric League of Chattanooga, Chattanooga, Tenn.

An application for license has been received from the Electrical League of Northern Illinois, Lake County Section, Waukegan, Illinois.

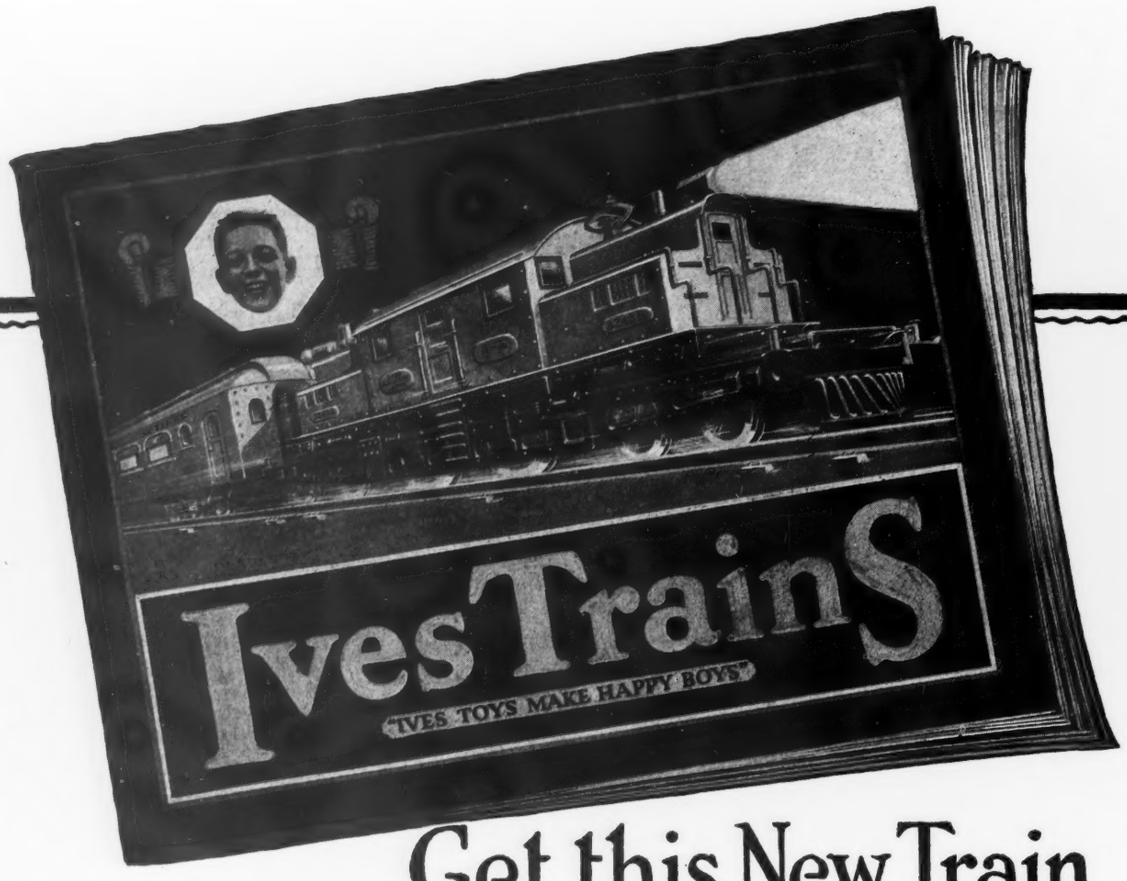
New Electrical Chief in Department of Commerce

Harris E. Dexter of New York has been appointed chief of the electrical equipment division of the Department of Commerce. He succeeds R. A. Lundquist, who resigned recently to enter private employ.

Mr. Dexter is a graduate of the Massachusetts Institute of Technology and of Thayer Academy. He has had engineering and sales experience with the General Electric Company and the Boston Edison Company. During the was, he served overseas with the Corps of Engineers. For four years following the war he was in charge of the South China area for an American exporting firm. More recently, he has been manager of the commercial division of the Servel Corporation.

General Electric Earnings for First Six Months of 1926

The General Electric Company's net sales billed for the first six months of the current year, ending June 30, 1926, totaled $147,450,867.96, and the profit available for dividends on the common stock and surplus is $19,000,392.63. This indicates net earnings equivalent to about $2.63 per share on the 7,211,481 shares of new no par value stock.



Get this New Train Catalog De-Luxe-*before buying*.

THE costliest and most beautiful train catalog of all time is just off the press, ready for distribution.

Its 44 pages, in full coloring, reflect as near as pictures can, the beauty and wide range of the new and greater Ives electric train line. Prominence is given to 1926 additions which include new equipment, improvements and features—electrically perfect and all representing the most advanced ideas in model train manufacture.

National advertising will soon place this sales-making catalog in the hands of thousands of boys throughout the country.

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IVES ELECTRIC AND MECHANICAL TRAINS

Edgar S. Bloom New President Western Electric Company

Edgar S. Bloom, a vice-president of the American Telephone and Telegraph Company, was, on August 6, elected president of the Western Electric Company, succeeding Charles G. DuBois, who has been president for the past seven years and who continues with the company as chairman of the board of directors.

The company's increasing activities and his variable health led Mr. DeBois to ask to be relieved of part of his responsibilities.

Mr. Bloom started in the engineering department of the New York Telephone Company, and has had a wide experience in engineering, construction, commercial and executive capacities with several of the associated companies of the Bell System.

Before becoming vice-president of the American Telephone and Telegraph Company, a position which he now resigns, he was chairman of the board of directors of the Indiana Bell and Ohio Bell Telephone Companies and vice-president of the Illinois Bell Telephone Company.

Edgar S. Bloom, recently elected president of the Western Electric Company. He was formerly vice-president of the American Telephone and Telegraph Company, which position he now resigns.

H. S. Schott Sales Manager National Carbon Company

Announcement has been made by the National Carbon Company, Inc., of the appointment of Harry S. Schott as general sales manager, effective August 1. Mr. Schott goes to his new office from the post of assistant general sales manager, which he has occupied for the past two years.

Mr. Schott has been identified in both the jobbing and manufacturing ends of the electrical business for almost twenty-five years. During most of this period he was actively engaged in selling and sales direction in the Eastern states and Canada. He has been actively promoting the sale of Eveready merchandise since 1913.

Washington Devereaux Made Supervising Engineer

Washington Devereaux, for many years chief of the electrical department of the Philadelphia Fire Underwriters' Association, has just been elevated to become supervising engineer for consultation and development work. The new appointment will give Mr. Devereux an opportunity to carry out important studies and researches for the good of the local service. Robert M. Nesbitt, formerly Mr. Devereaux's assistant, has been appointed chief of the electrical department.

W. H. Haile has been appointed manager of the railway sales division of the National Carbon Company, Incorporated, with headquarters at Cleveland, according to announcement just made at the New York offices of the company. Recently Mr. Haile was district manager of the National Carbon Company at Pittsburgh. Prior to that he was district manager of the Union Carbide Sales Company, with headquarters at Chicago.

E. A. M. Sweeney, for ten years representative of the Hotpoint Electric Heating Co. in New York City and for seven years manager of the appliance department of the Alpha Electric Company, Westinghouse agent jobbers in New York City, has started business as a manufacturer's representative with an office and showroom in the Fifth Avenue Building, Room 1112, New York City, representing Smith Ceramic Studios, Inc., manufacturers of glass and china table lamps and shades; Donovan and Barber pottery lamp bases and shades, Halliwell-Shelton Electric Corp., manufacturers of vibrators and violet ray machines, Clapp Eastham Radio Corp. and National Electric Appliance Company, manufacturers of curling irons and hair wavers.

Circle F Manufacturing Company announces that it appointed as representatives, the Mintel Electric Sales Company, 120-122 Hoefgen Ave., San Antonio, Texas, to distribute its complete line of wiring devices in the states of Texas and Oklahoma.

Couzens Buys Superior Refrigeration

The rumors long current as to James Couzens' entry into the field of electrical refrigeration are given substance by the announcement that as president of the Couzens Ice Machine Company, he has merged into his company the plants and business of Superior Refrigeration, Inc. Superior plants are being operated as the Superior division of the Couzens Ice Machine Company and activity is being concentrated on the manufacture of domestic installation.

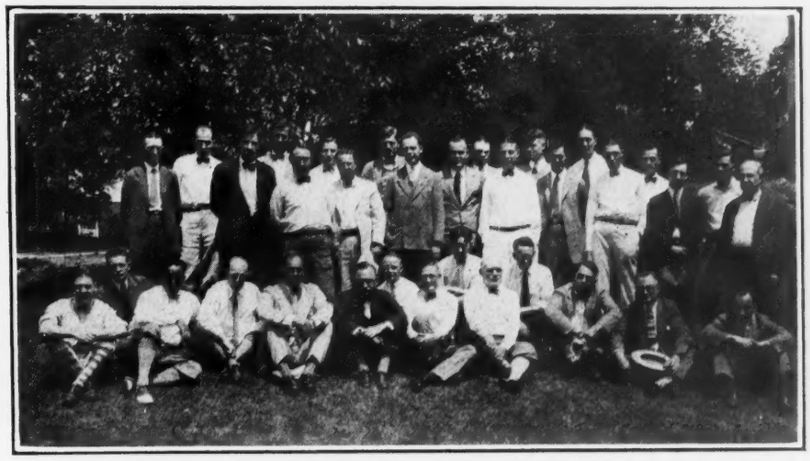
Dr. Coolidge Awarded Medal

Dr. W. D. Coolidge, assistant director of the research laboratory of the General Electric Company and inventor of an x-ray tube which bears his name and which is universally used in hospitals and laboratories, has been awarded the Howard N. Potts gold medal for 1926 by the Franklin Institute, of Philadelphia.

The medal, to be formally presented by the institute on October 20, is "in consideration of the originality and ingenuity shown in the development of a vacuum tube that has simplified and revolutionized the production of x-rays." In accepting the medal, Dr. Coolidge will present a paper on his new and powerful cathode ray tube.

The Edison Electric Appliance Company, Inc., has purchased a six-story fireproof building at 1910-28 South Fifty-Second Ave., Chicago. This building will add 200,000 sq.ft. of floor space or 50 per cent to present manufacturing facilities. Bookings of Hotpoint electric appliances for the first six months of 1926 are over 50 per cent ahead of last year and the acquisition of this additional plant capacity was necessary to meet sales requirements.

T-V Men in Sales Conference



This assembly of live-wire switchmen agreed that the sales conference held during the last week of July by the Trumbull-Vanderpoel Electric Manufacturing Company at Bantam, Conn., was one of the most successful ever held by the company, but evidently could not agree on the question of coats or no coats.

During this conference, Ralph K. Mason, who has been president of the Trumbull-Vanderpoel Company for some few years, announced his retirement from the firm. As a mark of appreciation of his long and valuable services, the sales force presented Mr. Mason with a very beautiful watch and chain.

The new officers of the company, who are all comparatively young men, are widely known and respected in electrical circles. They are Harmon J. Cook, president, John H. Lancaster of Litchfield, Conn., vice-president and general counsel, James N. Miller of Torrington, Conn., sec.-treas.

Hoover Men Meet

The sixth annual Hoover convention at North Canton, Ohio, July 6-17, was given an international flavor by an over-seas delegation of twenty-four men who are selling suction sweepers in England, Holland, Switzerland, and Sweden.

The first week's meeting was for salesmen and the attendance was about 500 of which 185 were men who had qualified for the convention by selling for dealers at least twenty-five sweepers and twenty-five sets of dusting tools per month for eight consecutive months. Some of those present sold more than fifty machines complete each month. Hundreds of others fell just barely below the needed points. The usual Hoover parade marked the opening of the convention and there was much enthusiasm, inspiration, and exchange of practical experience.

Timken Company Announces Personnel Changes

Effective May 22, H. E. Gilmore became manager of the St. Louis branch of The Timken Roller Bearing Service & Sales Company. Mr. Gilmore's promotion follows several years sales experience with this company.

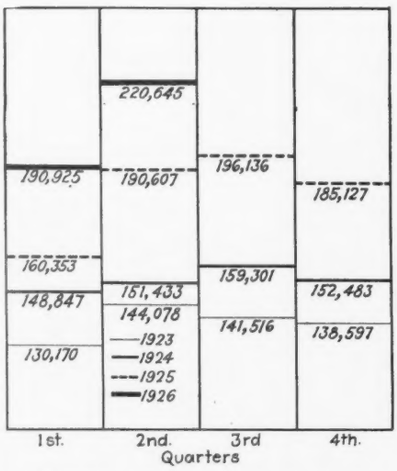
The Omaha branch office of the Timken company, formerly located at 2524 Farnum Street now occupies larger quarters at 2240 Douglas Street. The management will continue under the direction of A. D. Hackim. The new home of the Los Angeles branch will be at 1361 South Figueroa Street, moving to this location from 1241 South Hope Street.

The company also announces the promotion of G. W. Curtis, from Industrial Equipment Engineer to District Manager of Sales, Industrial Division for the Milwaukee territory. Mr. Curtis will work with R. W. Ballentine who previously has handled this territory. S. M. Weckstein succeeds Mr. Curtis as Industrial Equipment Engineer. Mr. Weckstein has been notably successful in developing Timken bearing applications for precision work in machine tools and high speed applications. G. W. Richards and A. R. Spicacci are appointed Assistant Industrial Equipment Engineers to assist Mr. Weckstein.

The Williams Oil-o-matic Heating Corporation, of Bloomington, Ill., held a 6 a.m. breakfast meeting for its sales force, presided over by L. L. Smith, general sales manager. The meeting was held to discuss the international convention of the company. The convention was attended by 1,800 dealers from all parts of the country.

The Electric Storage Battery Company, of Philadelphia, has adopted an extensive program of group insurance which affects about 4,500 employees located in more than twenty cities. The amount of insurance involved reaches approximately $5,000,000.

Harry J. Caffrey, 51 East Forty-second Street, New York City, has been appointed New England sales representative for the Manhattan Electrical Supply Company, of 17 Park Place, New York City. Mr. Caffrey had been in the employ of the Manhattan company for thirteen years.



Washer Sales 17 per Cent Ahead of Last Year

The sales of electric washers for the first half of this year show a gain of 60,000 machines, or 17 per cent over the corresponding period of 1925. It is especially interesting in view of a usual decline of sales in June that sales for June, 1926, more than held up.

Electric Refrigeration to Honolulu.—As the result of a visit to Honolulu by J. Robert Crouse of Cleveland a council of electrical refrigeration distributors may be organized in that city at an early date as a branch of the Society for Electrical Development.

A. H. Sammon has been appointed sales manager of the Pittsfield (Mass.) Electric Company, succeeding the late E. P. Dittman.

George Bakewell, Jr., is now executive manager of the Electrical League of Colorado, his appointment by league officers having been ratified by the advisory board. He succeeds the late Sidney W. Bishop, who was with the league from its inception in 1921. Mr. Bakewell became associated with the league two years ago as field representative under Mr. Bishop. Since the latter's death last May he has been handling the duties of both offices. A successor to Mr. Bakewell as field representative will shortly be appointed.

Walter W. Rose, formerly sales manager for the Coffield Electric Company, Cleveland, has been appointed manager of the appliance department of the Laube Electric Corporation of Rochester, N. Y.

The Graybar Electric Company, Inc., has announced its plans for consolidating its three offices in New York City in the largest office building above ground in the world. This building, which is being erected right next to the Grand Central Terminal, between Forty-third and Forty-four Streets, on Lexington Avenue, west to Depew Place, will be known as the Graybar Building and will be ready for occupancy by May first of next year.

The fifteenth floor alone of the Graybar Building contains approximately 40,000 square feet of space. Large offices on the Lexington Avenue front will provide special facilities for A. L. Salt, president, F. A. Ketcham, executive vice-president, G. E. Cullinan, vice-president in charge of sales, and L. M. Dunn, vice-president in charge of staff. Behind their offices will be those of the other administrative and executive officers, and those directly in charge of sales will be at the back of the building in Depew Place.

H. M. Walter, metropolitan distributor for Cadillac vacuum cleaners, has moved from 75 Fifth Avenue to 70 Fifth Avenue, New York City.

The Cutler-Hammer Manufacturing Company announces that B. M. Horter, formerly of the Philadelphia office, has just been appointed manager of the company's Boston office. He succeeds J. M. Fernald, who has resigned to enter a different field of business.

Future of Refrigeration Outlined at Leonard Sales Convention

At a recent sales convention of the Leonard Refrigerator Company division of the Electric Refrigeration Corporation Howard A. Lewis, vice-president and director of sales of the corporation, pointed out that as fruit of the friendly commercial rivalry between electric refrigeration interests and those of the ice industry will come the day when the health of 95 out of every 100 families in America shall be guarded by the preservation of food in refrigerators. At present only about one-third of the 24,000,000 homes in America have refrigerators. The rivalry existing between the ice interests and those of electric refrigeration is stimulating both in the direction of equipping all homes with refrigeration for the betterment of living conditions.

A. H. Goss, president of the Electric Refrigeration Corporation, said that the refrigeration industry paralleled in development the automobile business and with other speakers pointed out the large part that electric refrigeration will take in the future. Announcement was made of the decision to equip all cork-insulated Leonard refrigerators so that they shall be ready for the installation of electric units at any time.

Pass & Seymour, Inc., announce the appointment of L. R. Stebbins as export sales manager to succeed Joseph McElroy, 3rd, who has accepted a position as export sales manager of the Parr Electric Company, New York City. The export office of Pass & Seymour, Inc., which has formerly been located in New York City, has been moved to the main office and factory of the company at Syracuse, N. Y.

The Day-Fan Electric Company is the new name of the Dayton Fan and Motor Company, Dayton, Ohio. The company has purchased a ten-acre plant formerly occupied by the Recording and Computing Devices Company, on Miami Chapel Road and Wisconsin Boulevard.

Death of F. S. Terry

Franklin S. Terry of Cleveland, Ohio, vice-president of the General Electric Company, and for years a leader in the incandescent lamp business, died suddenly of heart failure at his summer home at Black Mountain, near Asheville, North Carolina, on July 23.

Mr. Terry was born in Ansonia, Conn., in 1862, and held his first position with the Electrical Supply Company of Ansonia. In 1901, the National Lamp Company, of which he was a founder, purchased the Sunbeam Company. A few years later the National Lamp Company merged with General Electric, Mr. Terry remaining with the National Lamp Works, Nela Park, Cleveland, Ohio.

He was one of the organizers of the National Electric Light Association.